



## **P & I FRUITS LTD.**

D167  
NEW COVENT GARDEN MARKET  
LONDON SW8 5LL  
TEL: 020 7062 8700  
FAX: 020 7498 2396

### **P&I Fruits Limited**

### **Privacy Policy**

#### **Information about us:**

**P&I Fruits Limited, Company Registration No 0640106 Registered in England & Wales; VAT No GB924370237**

P&I Fruits are committed to protecting the privacy of our customers and suppliers. It is our policy to collect only the minimum information required from you. If you believe we have collected excessive information about you, please contact us by the means indicated in the Contact Us section below to raise any concerns you may have.

In this Privacy Notice your personal information is sometimes called “personal data”. We sometimes collectively refer to handling, collecting, protecting or storing your personal information as ‘processing’.

Although you do not have to provide any of your personal information to us, if we ask you to do so and you refuse, we may be unable to provide you with the information, goods or services you want from us.

P&I Fruits (“the Company”) is a data controller, meaning that it determines the processes to be used when using your personal data. We are committed to being transparent about how we collect and use that data and to meeting our data protection obligations.

#### **General Data Protection Regulation (GDPR)**

##### **What is the GDPR?**

The General Data Protection Regulation is a new, European-wide law that replaces the Data Protection Act 1998 in the UK. It places greater obligations on how organisations handle personal data. It comes into effect on 25 May 2018.

##### **What information does the GDPR apply to?**

The GDPR applies to ‘personal data’, which means any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier (a data subject); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.

##### **This Privacy Policy explains:**

- What information we gather about you;
- How we obtain that information;
- What we use that information for;
- Who we give that information to;
- Retention - how long we retain that information, its disposal and destruction;
- Your rights in relation to your information, deleting your data;
- Website cookies policy; and
- Who you can contact for more information or to make a complaint.

**This policy applies to individuals whose data we process except:**

- Our employees, who should refer to the Employee Privacy Policy in the employee handbook;
- Recruitment candidates, who will be issued with a privacy notice at the point of collecting their data.

**What information we gather about you:**

Examples of the personal information we may collect include:

- Name;
- Contact details including phone, email, address and any other relevant contact details
- Bank account details (of our suppliers of products and services);
- Employer/associated business name; and/or
- Job title.

**How we collect personal information, what we use it for, and who we give it to:**

You or others may provide us with your personal information via various means, including:

- Direct correspondence with us via meeting, phone, in writing, including by email or fax;
- Completion of account opening application form;
- Searching and browsing our website(s) for content;
- Submitting resumes or work history information;
- Contacting us for further information;
- Visiting our website(s) while logged into a social media platform; and/or
- Providing us with business cards or other contact information.

When you provide personal information to us, we may use it for any of the purposes described in this Privacy Notice or as stated at the point of collection.

None of our data processing activities rely on automated decision making.

We do not collect personally identifying information for sale to third parties.

This information is held, processed, used and disclosed by us in the following ways until permission is withdrawn:

To continue to provide our services to you in order to:

- Maintain our business relationship throughout the lifetime of that relationship, where you are a customer, supplier of produce or services, or business contact;
- Enable us to provide adequate customer service and answer any queries or questions you may have from time to time;
- Market our current products and services to you;
- Enable the development and marketing of future products and services by the company;
- Administer and manage our website(s), potentially to personalise and enrich your browsing experience by displaying content that is more likely to be relevant and of interest to you.

You retain the right to be removed from our communications at any time. The Company may also release personal information to regulatory or law enforcement agencies, if they require us to do so. We will also only disclose your information where we are permitted and requested to do so by law.

The Company will also seek your consent to collect, hold, and use and disclose your personal information for any other purpose not listed above, but will continue to do so only if your permission is given and from which you understand you can withdraw permission. If we are holding historic data about you or your company that no longer is of use or has any significance it will be deleted unless you have given consent, or there is some kind of legal obligation, to retain it.

Only members of the Company staff that need to have access to your information to carry out their normal duties will be allowed access to the information. The Company only processes personal data for the specific purposes set out in this Policy (or for other purposes expressly permitted by the Regulation). The Company shall ensure that all personal data collected and processed is kept secure and protected against unauthorised or unlawful processing and against accidental loss, destruction or damage.

### **Retention of personal information**

We will destroy correspondence and other files that we store electronically or otherwise once we deem these to be no longer relevant except those that are required by law or professional guidelines to be kept for specified periods. Unless we are required to keep data for specified periods, we will typically keep it for no longer than seven years.

### **Disposal and destruction**

When the retention periods expire we shall dispose of and destroy all personal data unless for legal reasons such data should be retained. Any personal data recorded on paper, which does not need to be retained on file, shall be shredded and disposed of through specialist confidential shredding disposal services.

### **Rights in relation to your information**

You have certain rights in relation to the personal information we hold about you.

In particular, you have the right to:

- Request a copy of personal information we hold about you;
- Ask that we update the personal information we hold about you, or correct such personal information that you think is incorrect or incomplete;
- Ask that we delete personal information that we hold about you, or restrict the way in which we use such personal information;
- Object to our processing of your personal information; and
- Withdraw your consent to our processing of your personal information (to the extent such processing is based on consent and consent is the only permissible basis for processing).

### **Deleting of Your Data**

Data Subjects may request that the Company removes the personal data it holds about them in the following circumstances:

- It is no longer necessary for the Company to hold that personal data with respect to the purpose for which it was originally collected or processed;
- The data subject wishes to withdraw their consent to the Company holding and processing their personal data;
- The data subject objects to the Company holding and processing their personal data (and there is no overriding legitimate interest to allow the Company to continue doing so);
- The personal data has been processed unlawfully;
- The personal data needs to be erased in order for the Company to comply with a particular legal obligation.

Unless the Company has reasonable grounds to refuse to erase personal data, all requests for erasure shall be complied with, and the data subject informed of the erasure, within one month of receipt of the data subject's request (this can be extended by up to two months in the case of complex requests, and in such cases the data subject shall be informed of the need for the extension).

Where a data subject objects to the Company processing their personal data for direct marketing purposes, the Company shall cease such processing forthwith.

## **Cookies Policy:**

We may use Session Cookies to aid your navigation and use of our website, whilst you are accessing this website via a browser. The Session Cookies are cleared as soon as your browsing session is completed, as soon as you have navigated to another website.

## **CONTACT AND HOW TO MAKE A COMPLAINT**

If you would like to exercise your rights or understand whether these rights apply to you, or if you require any further information, or would like to make a complaint - please contact our Administration Department via e-mail on [accounts@pifruits.com](mailto:accounts@pifruits.com) or by using the Contact Us section at [www.pifruits.com](http://www.pifruits.com) or by telephone on 0207 062 8700 option 4.

While we hope that we can resolve any complaints for you, you do have the option to complain to the ICO (whether or not you have exhausted our complaints procedure). Their contact details are as follows:

Website: <https://ico.org.uk/>

Postal address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Telephone: 0303 123 1113 (local rate).

## **Governance**

The terms of this Notice and the use of the pages of this site shall be governed by the laws of England unless otherwise stated, and the English courts shall have non-exclusive jurisdiction in the event of a dispute.