

Privacy Policy

1. Introduction

Berry Ingredients Limited supplies animal feed, equine and bird products.

Berry Ingredients Limited (“We”) take our duty to process your data seriously. This policy sets out the basis of how we collect, manage, use and protect any information we collect about you, or the personal data that you provide to us.

We may update this Privacy Policy from time to time by posting a new version on our website. Please check this page occasionally to ensure you are happy with any changes.

2. What information we collect about you

We are the ‘controller’ of personal data that you provide to us.

We collect information about you when you:

- provide feedback or make information requests (e.g. via our web enquiry form)
- voluntarily complete customer surveys
- apply for jobs

We also collect information relating to your computer and about your visits to and use of our websites including your IP address, geographical location, browser type and version, operating system, length of visit, page views and website navigation.

There are some situations when we might collect or store sensitive data, such as information relating to health. This includes:

- If an accident occurs on our site or involves one of our staff.
- If you are visiting our site and have disclosed to us specific dietary needs or access requirements.

3. How we collect your information

We collect your personal information in various ways:

- If you provide your personal data to us – this might be via the website form, making an email enquiry or phone call to us.
- When we collect your data as you use our website – please see our Cookies Policy [\[HYPERLINK\]](#)
- When you contact us regarding recruitment..

4. How we use your information

We will only use your information for the purpose(s) for which it was collected for (or for closely related purposes). These include:

- To fulfil a contract – such as supplying you with goods purchased.
- When there is a ‘legitimate interest’ to do so and when these interests do not harm your interests or rights. Legitimate interests include providing you with information about our products and news when you have opted in to receive our email newsletter updates.

- Where the information is needed to fulfil a request or enquiry you have made or to enable us to provide you with a more personalised service.
- If there is a legal or regulatory requirement to do so.

4a. Marketing

- We may use personal data to keep you up to date with our product and company news, updates and competitions.
- We will only contact you if you have opted in to receive marketing communications from us.
- We may collect information about how you respond to or interact with our communications, such as email newsletters.
- You can unsubscribe from our communications at any time or change how we contact you by emailing info@berryfeedingredients.co.uk, writing to Berry Ingredients Ltd, Chelmer Mills, New Street, Chelmsford, Essex CM1 1PN, or phoning 01430 875840.

4b. Sharing your information

We may disclose your personal information to our subsidiary companies.

We only disclose information to third parties or individuals when obliged to by law, for purposes of national security, taxation and criminal investigations, and the following:

- If you have agreed that we may do so.
- When we use other companies to provide services on our behalf e.g. auditors/advisors, fraud protection, and processing credit/debit card payments.
- If we merge with another organisation to form a new entity, information about our customers may be transferred to the new entity.
- If we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer.

We will not sell or rent your personal information to other organisations.

5. How we store and retain your information securely

5a. Retention

We hold your information only as long as is necessary. We have a data retention policy which is set to be appropriate for the type of data we hold.

5b. Data Security

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will securely store all the personal information you provide. Paper copies of any personal data are stored in secure locked cabinets. Electronic data is stored on secure computer systems and we control who can access this information.

We have appropriate security procedures in place to protect your data. However, data transmission over the internet is inherently insecure and we cannot guarantee the security of data sent over the internet.

Our website may, from time to time, contain links to third party websites. This Privacy Policy only applies to our websites. If you follow a link to a third party website, you may be asked by those sites to provide personal information. We do not accept any responsibility or liability for the privacy policies of those websites, so please check these policies before you submit any personal data to them.

5d. CCTV

We monitor activity throughout our mill sites using CCTV and you may be recorded when you visit. This is for the security and protection of Marriage's, our employees and visitors.

CCTV is only viewed if necessary (e.g. to detect or prevent crime) and footage is only stored temporarily.

Notices are displayed on our site to highlight that CCTV is in use. ANPR data is stored for a limited time and then removed.

6. Access to your information and correction

The General Data Protection Regulations (GDPR) which apply from 25 May 2018, give everyone rights regarding what personal information is used and how, outlined below:

- the right to request a copy of the information we hold about you
- the right to ask us to remove your personal data from our records (unless we are required to have it by law)
- the right to have inaccurate data rectified
- the right to ask us to stop using your information for marketing
- where technically feasible, the right to obtain and reuse your personal data for your own purposes

If you would like to contact us with regards access to your personal information, our contact details are in section 10.

7. Cookies and website usage

For more information about cookies – please see our Cookies Policy. [\[HYPERLINK\]](#)

8. How the law allows us to use your personal information

According to the new General Data Protection Regulations that come into force from 25 May 2018, there are several lawful reasons that we can process your personal information. One of these lawful reasons is termed 'legitimate interests'.

'Legitimate interests' means we can process your personal information if there is a legitimate reason to do so, that processing is necessary to achieve and if doing so will not harm your interests or rights.

Activities that this might include are direct marketing, data analytics, maintaining our IT system security or to prevent fraud.

By using personal information that you have given us, we would consider it to be a 'legitimate interest' to use this to provide you with requested marketing communications, and a better, safer customer experience.

9. Changes to this policy

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We will update this Privacy Policy from time to time, so that it is up-to-date and reflects how and why we use your personal data. The current version of our Privacy Policy will always be available on our website.

10. How to contact us

If you have any questions or comments about this Privacy Policy and how we use your data, please get in touch using the details below:

Email: info@berryfeedingredients.co.uk

Phone: 01430 875840

Berry Ingredients Limited
Chelmer Mills
New Street
Chelmsford
Essex CM1 1PN

For independent advice about data protection and privacy, you can contact the Information Commissioner's Office (ICO) at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF

Tel: 0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number.

Alternatively, visit ico.org.uk or email casework@ico.org.uk.