

Data Privacy Notice

1. Data Protection under the EU General Protection Regulation (EU GDPR)

The EU GDPR aims to harmonise data protection law across EU Member States and introduces higher data protection standards as well as transparency of personal data collection and processing for our clients. This privacy notice contains general information on what personal data F GUTKIND & CO LTD collects, what it does with the information, and what rights you have. If you have any questions please contact ruth@fgutkind.com.

We are F Gutkind & Co Ltd, The Orchard, Wootton Village, Boars Hill, OX1 5HP
(may refer to “we”, “our” or “us”)

Please read this document as it outlines our data gathering and processing, together with your legal rights as an individual.

F Gutkind & Co Ltd seriously takes its responsibilities to protect your data.

2. Why do we collect personal data?

Information collected is for the following:

To provide you with goods you are looking for and understand your requirements

To inform you of other goods we offer that may be of interest

To send any notification on goods/pricing you have subscribed to

To request feedback and satisfaction surveys

To allow us to extend our goods range

To reintroduce our goods range with you

We will not process any personal data that is not relevant to the above stated purpose.

3. On which legal basis and for which purposes do we process personal data?

Depending on the purpose of the processing activity, the processing of personal data will be used for the following:

Necessary for taking steps to enter into or executing a contract with you for the services requested.

When you have placed an order, F Gutkind is required to process data, in order, to deliver on the terms of the contract between us and yourself.

For direct marketing purposes.

To provide you with the goods and services you are looking for.

To increase the range of goods we offer and inform you of any other goods that may be of interest.

To send notifications which you have subscribed to.

In order, to protect the company's assets.

We request feedback/client satisfaction on an annual basis

To allow us to maintain our products proactively

If you decide that you do not wish to provide us with your personal data, then in turn, we may be unable to process any orders for you as we require your data to successfully complete these.

4. Who has access to personal data and with whom are they shared?

When providing products to you, we might share personal data with persons acting on our behalf or otherwise involved in the transaction. i.e transport company and warehouse to release the goods.

F Gutkind will not share your personnel data with Third-Parties that intend to use it for their own purpose.

No third party we employ who must have access to our data, in order, to perform their function will be allowed to use any of that data for any purpose unrelated to the purpose stated.

4.1 Public or regulatory authorities

If required from time to time, we disclose personal data to public authorities, regulators or governmental bodies, including when required by law or regulation, under a code of practice or conduct, or when these authorities or bodies require us to do so.

5. How long will we keep your data?

We will retain your personal data for 7 years after the relevant contract has ended, based on contractual necessity.

6. Your Rights

You have a right to ask F GUTKIND & CO LTD to rectify inaccurate personal data we collect and process and the right to request restriction of your personal data pending such a request being considered.

Where we process your personal data, on the basis of your consent, you have the right to withdraw that consent at any time. Please also note that the withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

You have a right to ask us to stop processing your personal data, or to request deletion of your personal data (known as the 'right to be forgotten') – these rights are not absolute under the EU GDPR (as sometimes there may be overriding interests that require the processing to continue, for example), but we will consider your request and respond to you with the outcome. When personal data are processed for direct marketing purposes, your right to object extends to direct marketing, including profiling to the extent it is related to such marketing. You may object to direct marketing by clicking the "unsubscribe" link in any of our emails to you, or by emailing us at ruth@fgutkind.com.

Where we process your personal data, on the basis of your consent, or where such processing is necessary for entering into or performing our obligations under a contract with you, you may have the right to request your personal data be transferred to you or to another controller (known as the 'data

portability' right). You also have the right to ask F GUTKIND & CO for a copy of some or all of the personal data we collect and process about you.

7. Exercising your rights, and complaints

If you are not satisfied with any aspect of the processing of your personal data by F GUTKIND & Co Ltd, we would like to discuss it with you to understand how we can rectify the issue. If you would like to speak to us about our use of your personal data, you can do this:
by contacting Ruth Willis on 01865 793775 or email ruth@fgutkind.com.

8. Our Contact Information

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OX1 5HP**

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E: ruth@fgutkind.com

Dated May 2018