

CUSTOMER PRIVACY NOTICE

Dynamic Retail Ltd, (SC181161), 1598 Dumbarton Road, Glasgow G14 9DB trading as Scotfresh (“Scotfresh”), is a data controller and collects and processes personal data relating its customers, individual contacts (including those at our corporate clients), contractors, suppliers and those who contact us. Scotfresh is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

WHAT INFORMATION DOES SCOTFRESH COLLECT?

Scotfresh collects and processes a range of information containing personal data about you. We process the following personal data:

- your name, address and contact details, including email address and telephone number;
- financial information (where you are purchasing from us);
- CCTV images;
- information about your shopping habits and preferences;
- information gathered from use of website such as browsing history and IP address;
- customer feedback;
- in limited cases, health or other special category data, for example if you have an accident in one of our stores;
- any other information you provide to us, for example, via our “Contact Us” page on our website.

WHY DOES SCOTFRESH PROCESS YOUR PERSONAL DATA?

Scotfresh collects personal data to provide services to you, to run and continuously improve our business and to meet our legal obligations.

We will use personal data to send updates about relevant product offers and to better understand how visitors to our website interact with the website and provide a more personalised experience.

We will also use that personal data to communicate with you where you have contacted us with a comment, query or complaint or where you have provided feedback or any suggestions about our business.

We may also process data for the prevention and detection of crime, for health and safety purposes and in connection with any legal claims.

BASIS FOR PROCESSING PERSONAL DATA

Where you have entered into a contract with Scotfresh for the provision of goods or services by us to you, Scotfresh needs to process your personal data in order to meet its obligations and exercise its rights in terms of that contract.

In other cases, Scotfresh has a legitimate interest in processing personal data obtained from its customers and enquirers which allows Scotfresh to:

- provide you with a better customer service;
- respond to and deal with enquiries, complaints and claims;
- carry out marketing activities;
- prevent or help detect crime;
- fulfil our legal obligations.

There may be some occasions where we ask for your consent to process personal data (for example, for email marketing purposes) but in this case we will provide full details of what we are seeking consent for, so that you will be able to carefully consider whether to provide that consent.

WHO HAS ACCESS TO DATA?

Your information may be shared internally as appropriate, including with members of the business area and our other brands relevant to the services which Scotfresh is to provide.

We will also share your data as required by law.

Scotfresh also shares your data with third parties, including sub-contractors engaged by Scotfresh to services on behalf of Scotfresh, particularly our marketing and IT providers. Scotfresh does not share your data with other companies or organisations to enable them to send their own marketing communications to you.

Scotfresh may also share your data with third parties in the context of receiving professional advice or in the context of a sale of some or all of its business. In those circumstances the data will be subject to confidentiality arrangements.

When you shop online with us and home delivery is made, you will be redirected to the Snappy Shopper Ltd website. Personal data provided by you via the home delivery page on our website will be provided direct to Snappy Shopper and details of the Snappy Shopper privacy notice are available online and at [Privacy Policy | Snappy Shopper](#).

HOW DOES SCOTFRESH PROTECT DATA?

Scotfresh takes the security of your data seriously. Scotfresh has internal policies and controls in place to try to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by its employees in the performance of their duties.

Where Scotfresh engages third parties to process personal data on its behalf, they do so on the basis of written instructions, are under a duty of confidentiality and are obliged to implement appropriate technical and organisational measures to ensure the security of data. They are also not allowed to use your personal data for their own purposes.

HOW LONG DOES SCOTFRESH KEEP YOUR DATA?

Scotfresh will hold your personal data for the duration of any contract with you and for a fixed period thereafter. We will only retain personal data for as long as is necessary for the purpose for which the data was collected and as required by law and/or any regulatory or accounting requirements.

YOUR RIGHTS

As a data subject, you have a number of rights. These include the right to:

- access and to obtain a copy of your data on request;
- require Scotfresh to change incorrect or incomplete data;
- require Scotfresh to delete or stop processing your data, in certain circumstances;
- object to the processing of your data where Scotfresh is relying on its legitimate interests as the legal ground for processing;
- portability; and
- object to automated decision making.

Please note that if you have provided consent to Scotfresh for the processing of your personal data you may withdraw that consent at any time by contacting us (details below). You are also entitled to opt out of receiving marketing communications and can do so by contacting us by one of the methods below.

Please refer to Scotfresh's Data Protection Policy for further details of these rights.

If you would like to exercise any of these rights, if you have any concerns about how your personal data is being processed, or to request a copy of our Data Protection Policy or please contact Scotfresh via one of the following options:

Email: info@scotfresh.com

Call: 01419590724

Write to: 1598 Dumbarton Road, Glasgow, G14 9DB

If you believe that Scotfresh has not complied with your data protection rights, you can complain to the Information Commissioner www.ico.org.uk.

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
SK9 5AF
0303 123 1113

WHAT IF YOU DO NOT PROVIDE PERSONAL DATA?

Where you have entered into a contract with Scotfresh for provision of goods or services, failing to provide the data may mean that Scotfresh is unable to properly implement the contract and that you are unable to exercise certain contractual rights.