



PRIVACY POLICY

1. WHO WE ARE

Shipleys Foodservice Ltd (“we”, “us”, “our”) is a wholesale foodservice supplier based in Slough, serving customers across the South of England.

If you have any questions about this policy or how we use your data, you can contact us at:

Email: admin@shipleysfoodservice.co.uk

Phone: 01753531520

2. WHAT INFORMATION WE COLLECT

Information you provide directly:

- * Name
- * Business name
- * Email address
- * Phone number
- * Delivery address
- * Order or product requirements (via quote or contact forms)

Automatically collected data:

- * IP address
- * Device and browser type
- * Website usage data (via cookies and analytics tools)

3. HOW WE USE YOUR INFORMATION

We use your data to:

- * Respond to enquiries and provide quotes
- * Communicate with you about your request
- * Manage customer relationships
- * Deliver and fulfil orders (if you become a customer)
- * Improve our website and services

Marketing Communications

If you choose to opt in, we may use your contact details to send:

- * Product updates
- * Pricing updates
- * Offers and relevant service information

You will only receive marketing communications if:

- * You have explicitly opted in (e.g. by ticking a box on our forms), or
- * You are an existing customer and the communication relates to similar products or services (where permitted by law)

You can unsubscribe or opt out at any time.

4. CUSTOMER DATA & CRM SYSTEMS

We store and manage enquiry and customer data using secure systems.

This may include:

- * Contact details
- * Communication history
- * Quote and order history
- * Account notes relevant to providing our services

This allows us to provide a consistent, efficient, and personalised service.

5. LEGAL BASIS FOR PROCESSING

We rely on:

- * Legitimate interest – to respond to enquiries and operate our business
- * Consent – for marketing communications where required
- * Contract – where processing is necessary to supply goods or services

6. SHARING YOUR DATA

We do not sell your data.

We may share your data with:

- * Internal staff (sales, operations, accounts)
- * Technology providers (e.g. website hosting, CRM systems, email platforms)
- * Logistics and delivery systems (where required to fulfil orders)

All third parties are required to process your data securely.

7. DATA STORAGE & RETENTION

Your data is stored securely with appropriate safeguards in place.

We retain data:

- * Enquiries: typically up to 24 months
- * Customers: in line with legal and accounting requirements

8. COOKIES

Our website uses cookies and similar technologies to:

- * Improve functionality and performance
- * Analyse website traffic

You can control or disable cookies through your browser settings.

9. YOUR RIGHTS

You have the right to:

- * Access your personal data

- * Correct inaccurate data
- * Request deletion of your data
- * Object to or restrict processing
- * Request transfer of your data

To exercise these rights, please contact us using the details above.

10. THIRD-PARTY LINKS

Our website may contain links to other websites. We are not responsible for their privacy practices.

11. CHANGES TO THIS POLICY

We may update this policy from time to time. The latest version will always be available on our website.