

## Privacy Policy

This privacy policy gives you information about how Sati<sup>i</sup>ate Artisan Limited (“**Sati<sup>i</sup>ate Artisan**”, “**we**”, “**us**”) collects and uses your information (“**personal data**”) through your use of this website (sati<sup>i</sup>ateartisan.co.uk), including any information you may provide when you contact us, purchase a product or service from us or attend one of our workshops, demonstrations or other events.

This website is not intended for children and we do not knowingly collect data relating to children.

Sati<sup>i</sup>ate Artisan Limited is the data controller for information collected through this website and is responsible for this website.

### 1. What types of personal data does Sati<sup>i</sup>ate Artisan collect about me?

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes your name, title, date of birth and gender;
- **Contact Data** includes billing address, delivery address, email address and telephone numbers;
- **Financial Data** includes bank account and payment card details;
- **Transaction Data** includes details about payments to and from you, other details of products and services you have purchased from us and your attendance or non-attendance of any of our workshops, demonstrations or other events;
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, device ID and other technology on the devices you use to access this website;
- **Usage Data** includes information about how you interact with and use our website, products and services; and
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **aggregated data** such as statistical or demographic data which is not personal data as it does not directly (or indirectly) reveal your identity. For example, we may aggregate individuals' Usage Data to calculate the percentage of users accessing a specific website feature in order to analyse general trends in how users are interacting with our website to help improve the website and our service offering.

We do not collect data which is, by its nature, particularly sensitive such as data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and genetic data, biometric data, data concerning health or data concerning a person's sex life or sexual orientation (“**Special Category Data**”) unless you provide such information to us and consent to us using in connection with providing the services and/or products that you have requested.

Examples of Special Category Data we may collect and process includes your health or medical information including any dietary or special requirements or food allergies or any other needs that you may have for participating in one of our workshops, demonstrations or other events or use of other services or products.

## 2. How is my personal data collected?

We use different methods to collect data from and about you including your interactions with us.

You may give us your personal data by filling in online forms, by corresponding with us by post, phone, email or otherwise, when you purchase any products or services, attend any of our workshops, demonstrations or other events, use a voucher, give us feedback or contact us for marketing or other information and where others provide your personal data on your behalf in relation to any of the above uses.

We may take photos and film our workshops, demonstrations and other events for promotional and social content. If you do not wish us to consent to us taking photographs of you or filming you, then please let us know.

By giving your consent you agree to that:

- we can use video recordings and/or photographs of you taken by or on behalf of Satiate Artisan for the purposes of internally and externally promoting Satiate Artisan. These video recordings and/or images could be used in any media (existing or later created or made available) including print and digital media formats such as print publications, brochures, websites, e-marketing, posters, banners, digital advertising, film and social media;
- some images or recordings may be kept permanently once they are published and kept as an archive;
- no fee will be paid to you in connection of any use made of the video recording(s) and/or image(s) but you have the opportunity of being involved in promoting Satiate Artisan in the manner as stated above;
- all copyrights in the video recording(s) and/or image(s) will be retained by Satiate Artisan; and
- Satiate Artisan shall have the right to edit, modify, crop, add to or subtract from the image(s) and/or video recording(s) at its absolute discretion and without your approval.

Parents of any children attending one of our workshops, demonstrations or other events will be requested to provide consent on behalf of their children before any photographs or video recordings are taken of their children.

We may receive personal data about you from various third parties including analytics providers such as Google, advertising networks such as Facebook and Instagram and publicly available sources including Companies House and the Electoral Register.

## 3. How does Satiate Artisan use my personal data?

The law requires us to have a legal basis for collecting and using your personal data.

We rely on one or more of the following legal bases:

- **Performance of a contract with you:** where we need to perform the contract we are about to enter into or have entered into with you;

- **Legitimate interests:** we may use your personal data where it is necessary to conduct our business and pursue our legitimate interests, for example to prevent fraud, to enable us to give you the best and most secure customer experience, informing you about what we offer and to carry out research and analytics;
- **Legal obligation:** We may use your personal data where it is necessary for compliance with a legal obligation that we are subject to;
- **Consent:** We rely on consent only where we have obtained your active agreement to use your personal data for a specified purpose.

We will only use your Special Category Data with your consent. If you do not provide such consent or you later withdraw it, then we will not be able to accept your booking or we may have to cancel your booking if it has already been made.

## Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use the various categories of your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Purpose/Use	Type of Data	Legal Basis
To liaise with you as a potential customer	(a) Identity (b) Contact	Performance of a contract with you
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process your booking or order including: (a) managing payments, fees and charges and (b) collecting and recovering money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you  (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include:  (a) Notifying you about changes to our terms and conditions, privacy policy or other contract terms;  (b) Dealing with your requests, complaints and queries;	(a) Identity (b) Contact (c) Marketing and Communications	(a) Performance of a contract with you  (b) Necessary to comply with a legal obligation  (c) Necessary for our legitimate interests (to keep our records updated, develop our understanding of the take up of our product and service offerings and manage our relationship with you)

(c) Requesting a review from you or asking you to take a survey		
To manage your actual or potential attendance at one of our workshops, demonstrations or other events	(a) Identity (b) Contact (c) Transaction (d) Marketing and Communications	(a) Necessary for our legitimate interests (to help manage the logistics of our workshops, demonstrations or other events and use of workshops, demonstrations or other events to help develop our business)
To enable you to partake in a prize draw, competition, promotion or complete a survey.	(a) Identity (b) Contact (c) Usage (d) Marketing and Communications	(a) Performance of a contract with you  (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)  (b) Necessary to comply with a legal obligation
To deliver relevant website content and online advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Usage (d) Marketing and Communications (e) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, customer relationships and experiences and to measure the effectiveness of our communications and marketing	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To register you or your organisation as a new or	(a) Identity (b) Contact	Performance of a contract with you

potential supplier or commercial partner		
To deal with you or your organisation in your/its capacity as supplier or commercial partner to us	(a) Identity (b) Contact	(a) Performance of a contract with you  (b) Necessary for our legitimate interests (to help ensure that we have appropriate suppliers)
To carry out market research through your voluntary participation in surveys	(a) Identity (b) Contact (c) Profile (d) Usage (e)Marketing and Communications	Necessary for our legitimate interests (to study how customers use our products/services and to help us improve and develop our products and services).

### Direct marketing

You will receive marketing communications from us if you have requested information from us, registered for a promotion or purchased goods or services from us and, in each case, you have not opted out of receiving the marketing.

We may also analyse your Identity, Contact, Technical and Usage Data to form a view which products, services and offers may be of interest to you so that we can then send you relevant marketing communications.

### Third-party marketing

We will get your express consent before we share your personal data with any third party for their own direct marketing purposes.

### Opting out of marketing

You can ask to stop sending you marketing communications at any time by contacting us at [info@satiateartisan.co.uk](mailto:info@satiateartisan.co.uk)

If you opt out of receiving marketing communications, you will still receive service-related communications that are essential for administrative or customer service purposes for example relating to updates to our Terms and Conditions or checking that your contact details are correct.

### Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our **Cookies Policy**.

## **Change of purpose**

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you want an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us at [info@satiatartisan.co.uk](mailto:info@satiatartisan.co.uk)

If we need to use your personal data for an unrelated purpose, we will notify you and explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

### **4. Does Satiate Artisan share my personal data?**

We may be required to share your personal data with third parties if we are legally obliged to do so under applicable laws, regulations and/or requests from applicable regulatory or governmental authorities.

We may share your personal data with third parties such as our partners or service providers where necessary to provide you with a service you have requested or where you have given us with your permission to do so. You can withdraw your permission at any time by contacting us at [info@satiatartisan.co.uk](mailto:info@satiatartisan.co.uk)

We may use the services of third parties to promote our workshops, demonstrations and other events for the purpose of our legitimate interests.

We may transfer your personal data abroad and outside of the European Economic Area for business purposes and for services such as Google Analytics.

If we transfer your personal data out of the UK to countries which have laws that do not provide the same level of data protection as the UK law, we will ensure there are appropriate safeguards in place such as the use of specific contractual terms approved for use in the UK which give the transferred personal data the same protection as it has in the UK.

### **5. What data security does Satiate Artisan have in place?**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

### **6. How long will Satiate Artisan use my personal data for?**

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

Unless we are legally required to do so, we will not hold your personal data for longer than six years.

## 7. What are my legal rights to my personal data?

You have a number of rights under data protection laws in relation to your personal data.

You have the right to:

- Request access to your personal data (commonly known as a "subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- Request erasure of your personal data in certain circumstances. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) as the legal basis for that particular use of your data (including carrying out profiling based on our legitimate interests). In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your right to object.
- You also have the absolute right to object any time to the processing of your personal data for direct marketing purposes (see **Opting out of marketing** in paragraph 3 for details of how to object to receiving direct marketing communications).
- Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw

your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

- Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in one of the following scenarios:
  - If you want us to establish the data's accuracy;
  - Where our use of the data is unlawful but you do not want us to erase it;
  - Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or
  - You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

If you wish to exercise any of the rights set out above, please contact us at [info@satiateartisan.co.uk](mailto:info@satiateartisan.co.uk)

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

## 8. Contact Details

If you have any questions about this privacy policy or about the use of your personal data or you want to exercise your privacy rights, please contact us in the following ways:

Full name of legal entity: Satiate Artisan Limited

Registered office: The Shrublands, Beeston, King's Lynn, England, PE32 2NE

Email address: [info@satiateartisan.co.uk](mailto:info@satiateartisan.co.uk)

## 9. Complaints

You have the right to make a complaint at any time to the Information Commissioner's Office ("ICO"), the UK regulator for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

## 10. Changes to the privacy policy and our duty to inform you of changes

We keep our privacy policy under regular review. This version is effect from February 2024.

We may update or amend our privacy policy from time to time to comply with the law or meet our changing business requirements. Any updates or amendments will be posted on this website. By continuing to access this website you are agreeing to these updates and amendments.



It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us, for example a new address or email address.

## **11. Third-party links**

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.