

---

## PRIVACY POLICY

---



### BACKGROUND:

Orchard Ovens by Valoriani Ltd understands that your privacy is important to you and that you care about how your personal data is used. **We** respect and value the privacy of everyone who visits this website, <https://www.orchardovens.co.uk> ("**Our Site**") and will only collect and use personal data in ways that are described here, and in a way that is consistent with **Our** obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of this Privacy Policy is deemed to occur if you use **Our Site**.

### 1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

<b>"Account"</b>	means an account required to access and / or use certain areas and features of <b>Our Site</b> ;
<b>"Cookie"</b>	means a small text file placed on your computer or device by <b>Our Site</b> when you visit certain Sections of <b>Our Site</b> and / or when you use certain features of <b>Our Site</b> . Details of the Cookies used by <b>Our Site</b> are set out in Section 14, below; and
<b>"Cookie Law"</b>	means the relevant Sections of the Privacy and Electronic Communications (EC Directive) Regulations 2003;

### 2. Information About Us

- a) Our Site is owned and operated by Orchard Ovens by Valoriani Limited, a limited company registered in England under company number 09373435, whose registered address is Unit 3 & 4 The Old Brewery Trading Estate Mona Place, Croft Street, Preston, Lancashire, PR1 8XA and whose main trading address is Unit 3 & 4 The Old Brewery Trading Estate Mona Place, Croft

Street, Preston, Lancashire, PR1 8XA .

- b) Our VAT number is 204 7530 35.
- c) Our Data contact: Dino Manciocchi.
- d) Our Email address: [info@orchardovens.co.uk](mailto:info@orchardovens.co.uk);
- e) Our Telephone number: 01772 250000;
- f) Our Postal address: Unit 3 & 4 The Old Brewery Trading Estate Mona Place, Croft Street, Preston, Lancashire, PR1 8XA.

### 3. **What Does This Policy Cover?**

This Privacy Policy applies only to your use of **Our** Site. **Our** Site may contain links to other websites. Please note that **We** have no control over how your data is collected, stored, or used by other websites and **We** advise you to check the privacy policies of any such websites before providing any data to them.

### 4. **What Is Personal Data?**

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) and the Data Protection Act 2018 (collectively, “the Data Protection Legislation”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in Sectionicular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

### 5. **What Are My Rights?**

Under the Data Protection Legislation, you have the following rights, which **We** will always work to uphold:

- a) The right to be informed about **Our** collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact **Us** to find out more or to ask any questions using the details in Section 15.
- b) The right to access the personal data **We** hold about you. Section 13 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by **Us** is inaccurate or incomplete. Please contact **Us** using the details in Section 15 to find out more.
- d) The right to be forgotten, i.e. the right to ask **Us** to delete or otherwise dispose of any of your personal data that **We** hold. Please contact **Us** using the details in Section 15 to find out more.

- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to **Us** using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if **We are** relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to **Us** directly, **We are** using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask **Us** for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling. **We** do not use your personal data in this way.

For more information about **Our** use of your personal data or exercising your rights as outlined above, please contact **Us** using the details provided in Section 15.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data **We** hold about you changes, please keep **Us** informed as long as **We** have that data.

Further information about your rights can also be obtained from the Information Commissioner’s Office or your local Citizens Advice Bureau.

If you have any cause for complaint about **Our** use of your personal data, you have the right to lodge a complaint with the Information Commissioner’s Office. **We** would welcome the opportunity to resolve your concerns **Ourselves** however, so please contact **Us** first, using the details in Section 15.

## 6. What Data Do You Collect and How?

Depending upon your use of **Our** Site, **We** may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table. Please also see Section 14 for more information about **Our** use of Cookies and similar technologies and **Our** Cookie Policy at <https://www.orchardovens.co.uk/cookie-policy>. **We** do not collect any ‘special category’ or ‘sensitive’ personal data and / or personal data relating to children and / or data relating to criminal convictions and / or offences.

Data Collected	How We Collect the Data
Identity Information including name	Through you creating an online account and / or purchasing via our online shop as a guest and / or completing an online enquiry form and / or signing up for special promotion notifications

Contact information including postal address, delivery address, shipping address and Email	Through you creating an online account and / or purchasing via our online shop as a guest and / or completing an online enquiry form and / or signing up for special promotion notifications
Payment information including card number, cardholder's name and expiry date	Through you creating an online account and / or purchasing via our online shop as a guest
Profile information including preferences, interests, login details, purchase history	Through you creating an online account and / or purchasing via our online shop as a guest
Technical information including device, and operating system.	Through you browsing our site and viewing pages, creating an online account and / or purchasing via our online shop as a guest and / or completing an online enquiry form and / or signing up for special promotion notifications

## 7. How Do You Use My Personal Data?

Under the Data Protection Legislation, **We** must always have a lawful basis for using personal data. The following table describes how **We** may use your personal data, and **Our** lawful bases for doing so:

What We Do	What Data We Use	Our Lawful Basis
Registering you on <b>Our</b> Site.	Personal contact information.	In setting up an account with us online we use your basic contact information in order to satisfactorily administer it.
Providing and managing your Account.	Personal contact information and / or banking / Financial information.	online administration of your account and purchase transactions.
Providing and managing your access to <b>Our</b> Site.	IP address, type device, operating system version, browser version. Length of stay, pages viewed.	SEO and improvement of our site services & customer experience.
Personalising and tailoring your experience on <b>Our</b> Site.	Personal contact information and/or IP address, type device, operating system version, browser version. Length of stay, pages viewed.	SEO and improvement of services.
Administering <b>Our</b> Site.	Personal contact information and/or IP address, type	Operational administration, SEO and improvement of

	device, operating system version, browser version. Length of stay, pages viewed.	services
Administering <b>Our</b> business.	Personal contact and / or purchasing information	to meet our tax and regulatory compliance responsibilities
Supplying <b>Our</b> products <b>AND / OR</b> services to you.	Personal contact information and / or purchasing information	to ensure that our products and services continue to be relevant to our customer base and are fit for purpose and to ensure we do not sell to minors
Managing payments for <b>Our</b> products <b>AND / OR</b> services.	Personal contact, address and purchasing information and banking / Financial information	to ensure that all product or services are correctly charged to the appropriate authoriser and funds are received before dispatch to the correct shipping address and to ensure we do not sell to minors
Personalising and tailoring <b>Our</b> products <b>AND / OR</b> services for you.	Personal contact information and / or purchasing information	to ensure that our products and services continue to be relevant to our customer base and are fit for purpose
Communicating with you.	Personal contact information and / or purchasing information	to ensure you are informed of anything affecting your purchase and its fulfilment or to appraise you of any special offers / discounts that may be of interest you
Supplying you with information by email <b>AND / OR</b> post that you have opted-in-to (you may opt-out at any time by the opt out provision within the email).	Personal contact information and / or purchasing information	confirmation of purchase and / or refund, shipping updates, confirmation of receipt of enquiry, return of enquiry, fulfilling a request for information

With your permission and / or where permitted by law, **We** may also use your personal data for marketing purposes, which may include contacting you by email and / or telephone and / or text message and / or post with information, news, and offers on **Our** products and / or services. You will not be sent any unlawful marketing or spam. **We** will always work to fully protect your rights and comply with **Our** obligations under the Data Protection Legislation and the Privacy and Electronic

Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out. **We** will always obtain your express opt-in consent before sharing your personal data with third Parties for marketing purposes and you will be able to opt-out at any time.

**We** will only use your personal data for the purpose(s) for which it was originally collected unless **We** reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If **We** do use your personal data in this way and you wish **Us** to explain how the new purpose is compatible with the original, please contact **Us** using the details in Section 15.

If **We** need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, **We** will inform you and explain the legal basis which allows **Us** to do so.

In some circumstances, where permitted or required by law, **We** may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

#### 8. **How Long Will You Keep My Personal Data?**

**We** will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

Type of Data	How Long We Keep It
Identity Information including name	We will retain your personal information on our systems only for as long as we need to, for the ability to provide you with the best possible service and / or experience of our website. We keep contact information (such as account and/or mailing list information) until a user unsubscribes or requests that we delete that information from our live systems. If you choose to unsubscribe, we may keep certain limited information about you so that we may honour your request.
Contact information including postal address, delivery address, shipping address and Email	We will retain your personal information on our systems only for as long as we need to, for the ability to provide you with the best possible service and / or experience of our website. We keep contact information (such as account and / or mailing list information) until a user unsubscribes or requests that we delete that information from our live

	systems. If you choose to unsubscribe, we may keep certain limited information about you so that we may honour your request.
Payment information including card number, cardholder's name and Expiry Date	We will retain your business information on our systems only for as long as we need to, for the ability to provide you with the best possible service and/or experience of our website. We keep contact information (such as account and/or mailing list information) until a user unsubscribes or requests that we delete that information from our live systems. If you choose to unsubscribe, we may keep certain limited information about you so that we may honour your request.
Profile information including preferences, interests, login details, purchase history	until the transaction is complete and/or for up to 30days i.e. Banking/financial data collected as Section of a purchase or refund request is deleted from our payment services 30 days after the request is marked paid. The reason for the 30-day retention period is to prevent customers having to re-enter their CC/banking details if a refund fails or if a payment was marked "Paid" in error. Invoices and receipts related to online purchases are retained for 7 years for tax audit purposes.
Technical information including device, and operating system.	We will retain your personal information on our systems only for as long as we need to, for the ability to provide you with the best possible service and/or experience of our website. We keep contact information (such as account and/or mailing list information) until a user unsubscribes or requests that we delete that information from our live systems. If you choose to unsubscribe, we may keep certain limited information about you so that we may honour your request.

## 9. How and Where Do You Store or Transfer My Personal Data?

**We** will only store or transfer your personal data within the UK. This means that it will be fully protected under the Data Protection Legislation.

**We** will only store or transfer your personal data within the European Economic Area (the "EEA"). The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein. This means that your personal data will be fully protected under the

Data Protection Legislation, GDPR, and / or to equivalent standards by law.

## 10. **Do You Share My Personal Data?**

**We** will not share any of your personal data with any third parties for any purposes, subject to the following exceptions.

If **We** sell, transfer, or merge Sections of **Our** business or assets, your personal data may be transferred to a third party. Any new owner of **Our** business may continue to use your personal data in the same way(s) that **We** have used it, as specified in this Privacy Policy.

In some limited circumstances, **We** may be legally required to share certain personal data, which might include yours, if **We are** involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

If any of your personal data is shared with a third party, as described above, **We** will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, **Our** obligations, and the third parties' obligations under the law, as described above in Section 9.

If any personal data is transferred outside of the UK economic zone, **We** will take suitable steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the Data Protection Legislation, as explained above in Section 9.

If **We** sell, transfer, or merge Sections of **Our** business or assets, your personal data may be transferred to a third party. Any new owner of **Our** business may continue to use your personal data in the same way(s) that **We** have used it, as specified in this Privacy Policy.

In some limited circumstances, **We** may be legally required to share certain personal data, which might include yours, if **We are** involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

## 11. **How Can I Control My Personal Data?**

11.1 In addition to your rights under the Data Protection Legislation, set out in Section 5, when you submit personal data via **Our** Site, you may be given options to restrict **Our** use of your personal data. In particular, **We** aim to give you strong controls on **Our** use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from **Us** which you may do by unsubscribing using the links provided in **Our** emails and at the point of providing your details and by managing your Account).

11.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service ("the TPS"), the Corporate Telephone Preference Service ("the CTPS"), and the Mailing Preference Service ("the MPS"). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have

consented to receive.

## 12. **Can I Withhold Information?**

You may access certain areas of **Our** Site without providing any personal data at all. However, to use all features and functions available on **Our** Site you may be required to submit or allow for the collection of certain data.

You may restrict **Our** use of Cookies. For more information, see Section 14 and **Our** Cookie Policy at <https://www.orchardovens.co.uk/cookie-policy>.

## 13. **How Can I Access My Personal Data?**

If you want to know what personal data **We** have about you, you can ask **Us** for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Section 15. To make this as easy as possible for you, a Subject Access Request Form is available for you to use. You do not have to use this form, but it is the easiest way to tell **Us** everything **We** need to know to respond to your request as quickly as possible.

There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover **Our** administrative costs in responding.

**We** will respond to your subject access request within **5 working days** and, in any case, not more than one month of receiving it. Normally, **We** aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date **We** receive your request. You will be kept fully informed of **Our** progress.

## 14. **How Do You Use Cookies?**

**Our** Site may place and access certain first-party Cookies on your computer or device. First-party Cookies are those placed directly by **Us** and are used only by **Us**. **We** use Cookies to facilitate and improve your experience of **Our** Site and to provide and improve **Our** products **AND / OR** services. **We** have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.

All Cookies used by and on **Our** Site are used in accordance with current Cookie Law.

Before Cookies are placed on your computer or device, you will be shown a popup requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling **Us** to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of **Our** Site may not function fully or as intended.

Certain features of **Our** Site depend on Cookies to function. Cookie Law deems these Cookies to be “strictly necessary”. Your consent will not be sought to place these Cookies, but it is still important that you are aware of them. You may still block these Cookies by changing your internet browser’s settings as detailed below, but please be aware that **Our** Site may not work properly if you do so. **We** have taken great care to ensure that your privacy is not at risk by allowing them.

**Our** Site may place and access certain first-party Cookies on your computer or device. First-party Cookies are those placed directly by **Us** and are used only by **Us**. **We** use Cookies to facilitate and improve your experience of **Our** Site and to provide and improve **Our** products **AND / OR** services. For more details, please refer to **Our** Cookie Policy at <https://www.orchardovens.co.uk/cookie-policy>.

#### 15. **How Do I Contact You?**

To contact **Us** about anything to do with your personal data and data protection, including to make a subject access request, please use the following details (for the attention of Dino Manciocchi:

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

Telephone number: 01772 250000

Postal Address: Unit 3 & 4 The Old Brewery Trading Estate Mona Place, Croft Street, Preston, Lancashire, PR1 8XA

#### 16. **Changes to this Privacy Policy**

**We** may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if **We** change **Our** business in a way that affects personal data protection.

Any changes will be immediately posted on **Our** Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of **Our** Site following the alterations. **We** recommend that you check this page regularly to keep up-to-date.

This Privacy Policy was last updated on 11<sup>th</sup> January 2021.