



Apple Tree Farm Services CIC

# Data Protection Policy



## Purpose and Aims

To clarify what happens to your data.

## Scope

For purposes of the applicable data protection laws **Apple Tree Farm Services CIC** is the “data controller”. This means that **Apple Tree Farm Services CIC** determines the purposes for which, and the way, your data is processed.

## How we collect Data

We collect in the following ways:

- Data is given to us, by you and
- Data is collected automatically

## Data that is given to us by you

**Apple Tree Farm Services CIC** will collect your data in several ways, for example:

- When you contact us through our website, by telephone, post, e-mail or through any other means, in each case, in accordance with this privacy policy.

## Data that is collected automatically

To the extent that you access our website or online booking portals, we will collect your data automatically, for example;

- We automatically collect some information about your visit to our website. This information helps us to make improvements to website content and navigation, and includes your IP address, the dates, times and frequency with which you access the website and the way you use and interact with its content.

## Keeping Data secure

We will use technical and organisational measures to safeguard your data, for example:

- We store your data on secure servers.
- Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your data, please let us know immediately by contacting us at [admin@appletofarmservices.co.uk](mailto:admin@appletofarmservices.co.uk).
- If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses



and many other online problems, please visit [www.getsafeonline.org](http://www.getsafeonline.org) Get Safe Online is supported by HM Government and leading businesses.

## Data Retention

Unless a longer retention period is required or permitted by law, we will only hold your data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request that the data be deleted.

Even if we delete your data, it may persist on backup or archival media for legal, tax or regulatory purposes.

## Your rights

You have the following rights in relation to your data:

- **Right to access** – the right to request (i) copies of the information we hold about you at any time, or (ii) that we modify, update or delete such information. If we provide you with access to the information we hold about you, we will not charge you for this, unless your request is “manifestly unfounded or excessive”. Where we are legally permitted to do this. We may refuse your request. If we refuse your request, we will tell you the reasons why.
- **Right to correct** – the right to have your data rectified if it is inaccurate or incomplete.
- **Right to erase** – the right to request that we delete or remove your data from our systems.
- **Right to restrict our use of your data** – the right to “block” us from using your data or limit the way in which we can use it.
- **Right to data portability** – the right to request that we move, copy or transfer your data.
- **Right to object** – the right to object to our use of your data including where we use it for our legitimate interests.

To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your data (where consent is our legal basis for processing your data), please contact us on [admin@appletriefarmservices.co.uk](mailto:admin@appletriefarmservices.co.uk).

If you are not satisfied with the way a complaint you make in relation to your data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information Commissioner’s Office (ICO). The ICO’s contact details can be found on their website at <https://ico.org.uk>

It is important that the data we hold about you is accurate and current. Please keep us informed if your data changes during the period for which we hold it.

## Links to Other Websites

Apple Tree Farm Services CIC may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them.



### **Change of business ownership and control**

Apple Tree Farm Services CIC may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control or all or part of Apple Tree Farm Services CIC. Data provided by service users will, where it is relevant to any part of our business be transferred along with that part and the new owner will, under the terms of this privacy policy, be permitted to use the data for the purposes for which it was originally supplied to us.

We may also disclose data to a prospective purchaser of our business or any part of it.

In the above instances, we will take steps with the aim of ensuring your privacy is protected.

### **General**

You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.

If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal, or unenforceable, that provision and part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.

Unless otherwise agreed, no delay, act or omission by a party exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.

This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

### **Changes to this privacy policy**

Apple Tree Farm Services CIC reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the website and you are deemed to have accepted the terms of the privacy policy on your first use of the website following the alterations.

You may contact: Brenda Pedroni, Director at Apple Tree Farm Services CIC on [Brenda@appletriefarmservices.co.uk](mailto:Brenda@appletriefarmservices.co.uk)

This policy was last reviewed on: 06/06/2023

A handwritten signature in black ink that reads "Brenda Pedroni".

**Signed:**  
Farm Manager

**Date:** 06/06/2023