

GDPR DATA Privacy notice for websites

This is privacy notice of Meraki Chocolate Ltd (Trading as Meraki Cacao).

We respect your privacy and are determined to protect your personal data. The purpose of this privacy notice is to inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from). We'll also tell you about your privacy rights and how the data protection law protects you.

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1. WHO WE ARE AND IMPORTANT INFORMATION

What is the purpose of this privacy notice?

This privacy notice aims to give you information on how we collect and process your personal data through your use of this website, including any data you may provide through this website when you purchase a product or sign up to our newsletter.

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

You must read this privacy notice together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

Data controller(s)

Vicky Armitage, Director of Meraki Cacao, is the controller and responsible for your personal data (collectively referred to as Meraki Cacao, "we", "us" or "our" in this privacy notice). Our contact details are vicky@merakicaco.com or telephone 07742271851. For all data matters contact Vicky Armitage by emailing vicky@merakicaco.com.

Third-party links outside of our control

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 notice of every website you visit.

2. THE PERSONAL DATA WE COLLECT ABOUT YOU

What is the purpose of this privacy notice?

Personal data, or personal information, means any information about an individual from which that person can be identified. You can find out more about personal data from the [Information Commissioners Office](#).

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

- **Identity Data** - includes title, first name, first, surname, date of birth.
- **Contact Data** - includes billing address, billing, delivery address, email address, telephone numbers.
- **Purchase and transaction information** - details about payments to and from you and details of other products and services you have purchased from us. Payment details - your bank name, account number and sort code and your card's security/CVV code. Please note we do not keep any of these.
- **Social media information** - information collected if you choose to link your social media accounts with us.
- Automatically populated IP address*
- Information from cookies **

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

- When you visit www.merakicacao.com the Meraki Cacao web server may automatically record your public internet protocol (IP) address used to connect your computer to the internet.
- * We use cookies to help improve the experience of using our website and to personalise the service you receive from us. For more information please see our cookie policy.

If you fail to provide personal data

Where we need to collect your personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

3. HOW WE COLLECT YOUR PERSONAL DATA

We use different methods to collect data from and about you including through:

- **Directly.** You may give us your name, contact and payment details by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - Purchase our products or services;
 - Create an account on our website;
 - Subscribe to our service or publications;

4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **Performance of Contract** - this means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.
- **Legitimate Interest** - this means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting vicky@merakicacao.com.
- **Comply with a legal or regulatory obligation** this means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.
- Generally we do not rely on consent as a legal basis for processing your personal data, other than in relation to sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us vicky@merakicacao.com.

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 your personal data, with the legal bases we rely on to do so.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us vicky@merakicacao.com, if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer.	(a) Identity (b) Contact	Performance of a contract with you.
To deliver purchases to you.	Address	We want to ensure that we can send your delivery to you. It's part of our contract with you.
To allow third party providers to update you about your delivery.	Telephone or email address	This is part of our contract with you so we can let you know when your order is arriving.
To allow our third party providers to send you emails to review your order and let us know that you are satisfied with our service.	Email address	We can monitor the quality of our products and service to optimise your customer experience and develop new products.
To send you marketing and communication information by email, text or post about our new products and services.	Contact, address, email, telephone	We want to legitimately update you about products and services that you may like. If you do not want to receive this information you can opt out anytime by unsubscribing via this link vicky@merakicacao.com .
For fraud prevention and detection.	Contact, address, email, telephone	To prevent and detect fraud against either you or Meraki Cacao
To find out what you and other customers like.	Contact, address, email, telephone	To make sure that we give you the products that you want and to make sure that we keep creating inventive products.
To take payment and give refunds.	Contact, address, bank details	This is necessary to make sure we uphold our contract with you.
To provide customer service and support.	Contact, address, email, telephone	This is necessary to make sure we uphold our contract with you and make sure that you are completely satisfied with our service to you.
To train our staff.	Contact, address, email, telephone	To make sure you get the best possible customer service.
To improve our website and set default options for you.	Cookie data, email	To make sure your browsing experience is the best possible.
To protect our website.	Cookie data, email	To prevent and detect fraud against either you or Meraki Cacao and to meet our legal obligations onlooking after your data.
To look at how our customers use our website.	Cookie data, email	To make sure that the content on our website is presented in the most effective way for you.
To run a survey, competition or promotion.	Cookie data, email	We want you to have a great chance of winning, so you need to enter to do this.
To review and rate the products you have reviewed.	Cookie data, email	We will use what you have said in your reviews to improve our products and services to you.

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

You will receive marketing messages from us if you have requested information from us or purchased products or services from us, providing you have not opted out of receiving that marketing. We may also contact you with marketing material if you have given us permission to do so, in connection with a competition or other promotion.

You can stop receiving marketing messages from us at anytime by emailing vicky@merakicacao.com. Please ensure that you include your full name and address in your email. Please use "UNSUBSCRIBE REQUEST" in the subject line.

Adverts online

We will from time to time engage in online advertising that appears on third party websites to keep you upto date about our products and services. We will target Meraki Cacao banners and ads to you when you are on other websites and apps. We will do this using a range of digital marketing networks and technologies like cookies, ads, pixels and mobile identifiers. We will also use specific services offered by some social network providers and sites such as Facebook Custom Audience Service.

The banners and ads you will see will be based on purchase or browsing information you have made from our website.

Please be familiar with the privacy policies of other websites as our policy relates only to the personal information which we have collected through our service. It does not apply to other third party websites.

Promotional offers from us

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you.

You will receive marketing communications from us if you have requested information from us or purchased goods or services from us, or if you provided us with your details when you entered a competition or registered for a promotion and, in each case, you have not opted out of receiving that marketing.

Opting out

You can ask us to stop sending you marketing messages at any time by looking into the website and checking or unchecking the relevant boxes to adjust your marketing preferences; or by following the opt-out links on any marketing preferences; or by following the opt-out links on any marketing message sent to you; or by contacting vicky@merakicacao.com.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of buying a product or service or by participating in a competition or promotion.

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 [cookie 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 wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact vicky@merakicacao.com.

If we need to use your personal data for an unrelated purpose, we will notify you and we will 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.

5. WHO WE SHARE YOUR PERSONAL DATA WITH

Except as expressly set out in this policy, we will not sell personal information to third parties. We will not sell any of your personal data to a third party unless we have your permission or are required by law to do so.

We may share your data with some companies as a necessary part of being able to provide our products and services to you.

6. INTERNATIONAL TRANSFERS

If there are no transfers outside of the EEA, then there will be no transfer of your personal data outside of the European Economic Area (EEA).

If transfers do occur outside of the EEA, then the information that we collect from you may be stored at a destination outside of the EEA. It may also be processed by staff who work for us or one of our suppliers and operate outside of the EEA. These staff may be involved in e.g. processing your order, processing your payment details or providing support services.

If we or our permitted third parties transfer your information outside of the EEA, we or they will impose obligations on the recipients of that data to protect your information to the standard required in the EEA or otherwise require to subscribe to international frameworks intended to enable secure data sharing. In the case of transfers by us, we will put in place the correct safeguards to ensure your information remains adequately protected. If you would like more details about the safeguards that we rely on, please contact us vicky@merakicacao.com.

7. DATA SECURITY

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.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal data, we cannot guarantee the security of your personal information transmitted to us or provided through the website. Any transmission is at your own risk.

8. DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

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 requirements.

If it is reasonably necessary or required to resolve a dispute, prevent fraud and abuse or enforce our terms and conditions, we may keep hold of some of your information, even after it is no longer needed to provide products or services to you.

9. YOUR LEGAL RIGHTS

Unless subject to an exemption under the data protection laws, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you;
- The right to request that we correct any personal data if it is found to be inaccurate or out of date;
- The right to request your personal data is erased where it is no longer necessary to retain such data;
- The right to withdraw your consent to the processing at any time, where consent was the lawful basis for processing your data;
- The right to request that we provide you with your personal data and where possible, to transmit that data directly to another data controller, (known as the right to data portability), where applicable i.e. where our processing is based on consent or is necessary for the performance of our contract with you or where we process your data by automated means);
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing;
- The right to object to our processing of personal data, where applicable i.e. where processing is based on our legitimate interests (or in performance of a task in the public interest/exercise of official authority); direct marketing or processing for the purposes of scientific/historical research and statistics).
- The right to complain to your data protection regulator - in the UK, the Information Commissioner's Office regulates and supervises the use of personal data - via their helpline on 03031231113.

If you wish to exercise any of the rights set out above, have a complaint or just have questions please contact vicky@merakicacao.com.

No fee required – with some exceptions

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 admin fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What we may need from you

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.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. YOUR DUTY TO INFORM US OF CHANGES

Please keep us informed if your personal data changes during your relationship with us. It is important that the personal data we hold about you is accurate and current.

11. QUERIES, REQUESTS OR CONCERNS

To exercise all relevant rights, queries or complaints in relation to this policy or any other data protection matter between you and us, please in the first instance contact our Data Protection Officer by emailing vicky@merakicacao.com.

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the [Information Commissioners Office](https://ico.org.uk/global/contact-us/email/) on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England, UK.