



# Privacy Policy

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## 1. Background:

**Manning Fruit Ltd** trade name **Shack Events** understands that your privacy is important to you and that you care about how your information is used and shared online. We respect and value the privacy of everyone who visits Our Site and will only collect and use information in ways that are useful to you and in a manner consistent with your rights and Our obligations under the law.

This Policy applies to Our use of any and all data collected by us in relation to your use of Our Site. Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

## 2. 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 Our Site;
<b>“Cookie”</b>	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out in section 12, below;]
<b>“Our Site”</b>	means this website, <a href="https://www.shackevents.co.uk">https://www.shackevents.co.uk</a> ;
<b>“UK and EU Cookie Law”</b>	means the relevant part of the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended in 2004, 2011 and 2015; also refer to the opinion adopted by the European data protection authorities in June 2012 (Article 29 working Party opinion 04/2012) and
<b>“We/Us/Our”</b>	means <b>Manning Fruit Ltd</b> trade name <b>Shack Events</b> a limited company registered in England under Company Registration Number 07026012, registered address New Cross Farm, Edwyn Ralph, Bromyard, Herefordshire, HR7 4NF.

## 3. Information About Us

- 3.1 Our Site, <https://www.shackevents.co.uk>, is owned and operated by Manning Fruit Ltd trade name Shack Events, a limited company registered in England under Company Registration number 07026012, whose registered address is New Cross Farm, Edwyn Ralph, Bromyard, Herefordshire, HR7 4NF.

- 3.2 Our company does not have an appointed Data Protection officer, for any information contact Richard Manning who can be contacted at [rich@shackevents.com](mailto:rich@shackevents.com)

## 4. Scope – What Does This Policy Cover?

This Privacy Policy applies only to your use of Our Site. It does not extend to any websites that are linked to from Our Site (whether We provide those links or whether they are shared by other users). 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.

## 5. What Data Do We Collect?

Some data will be collected automatically by Our Site (for further details, please see our Cookie Policy online at <https://www.shackevents.co.uk/cookie-policy/>), other data will only be collected if you voluntarily submit it and consent to Us using it for the purposes set out in section 5, for example, when signing up for an Account.

The types of personal data processed may include full name, email addresses, home postal addresses, office/institution postal address, social media handles, telephone, mobile phone numbers, business cards and job titles, work section, username and passwords for accessing and using the products and services, education, certifications, professional background and training; gender, photographs, audio and videos; credit card data (for processing purchases) bank account data (for direct deposit payments); government-issued identification, including passport numbers (for identification); date of birth (for identification and marketing); place of birth (for identification); sanction and watch list data; purchase/license/ inquiry history; goods, services or content provided; usage data and statistics; connection data; locale data; other unique identifiers such as IP addresses or device IDs; marketing and advertising responses and preferences; insurance industry quote, policy and claims data, telematics data, GPS data; results data from the products and services which may include other third party data and other types of personal data identified in the GDPR, and/or documents, images or other content containing Personal Data submitted by or at the direction of Customer as part of the products and services.

The categories of data subjects may include representatives and end users, including employees, contractors, agency and temporary personnel, of the Customer and its affiliates, and the Customer's or its affiliates' clients, prospective clients, insurance policyholders and other insured persons, suppliers and other individuals about whom personal data is submitted to Company by or at the direction of the Customer as part of the products or services.

## 6. How Do We Use Your Data?

- 6.1 All personal data is stored securely in accordance with the EU General Data Protection Regulation (Regulation (EU) 2016/679) (GDPR). For more details on security see section 6, below.

6.2 We use your data to provide the best possible product, services and support to you. This includes:

- Assess and provide the products or services that you have requested
- Providing you with the software and apps for which you have registered, and any other services or products that you have requested
- Verifying your identity
- Sending you necessary communications
- Develop new products and services
- Undertake statistical analysis
- Providing customer service or support
- Diagnosing problems in our apps and websites
- Investigating and responding to any comments or complaints that you may send us
- In connection with legal claims, compliance, regulatory and investigative purposes as necessary (including disclosure of information in connection with legal process or litigation)

We may also take the opportunity to:

- Contact you about products that are closely related to those you already hold with us
- Provide additional assistance or tips about these products or services
- Notify you of important functionality changes to our websites
- Conducting surveys and market research about our customers, their interests, the effectiveness of our marketing campaigns, and customer satisfaction (unless we need consent to undertake such surveys, in which case we will only do this with your permission)

6.3 In some cases, the collection of data may be a statutory or contractual requirement, and We will be limited in the products and services We can provide you without your consent for Us to be able to use such data.

6.4 With your permission and/or where permitted by law, We may also use your 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. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, as amended in 2004, 2011 and 2015.

- 6.5 Under GDPR we will ensure that your personal data is processed lawfully, fairly, and transparently, without adversely affecting your rights. We will only process your personal data if at least one of the following basis applies:
- a) you have given consent to the processing of your personal data for one or more specific purposes;
  - b) processing is necessary for the performance of a contract to which you are a party or in order to take steps at the request of you prior to entering into a contract;
  - c) processing is necessary for compliance with a legal obligation to which we are subject;
  - d) processing is necessary to protect the vital interests of you or of another natural person;
  - e) processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller; and/or
  - f) processing is necessary for the purposes of the legitimate interests pursued by us or by a third party, except where such interests are overridden by the fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.

## 7. How and Where Do We Store Your Data?

- 7.1 We only keep your data for as long as We need to in order to use it as described above in section 5, and/or for as long as We have your permission to keep it. In any event, We will conduct an annual review to ascertain whether we need to keep your data. Your data will be deleted if we no longer need it in accordance with the terms of our Data Retention Policy. Our Data Retention Policies are:
- 7.2 All your data stored inside of the European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein). You are deemed to accept and agree to this by using Our Site and submitting information to Us. If We do store or transfer data outside the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the EEA and under the GDPR. Such steps may include, but not be limited to, the use of legally binding contractual terms between Us and any third parties We engage and the use of the EU-approved Model Contractual Arrangements. If We intend at any time to transfer any of your data outside the EEA, We will always obtain your consent beforehand and we have put in place safeguards to protect your data.
- 7.3 Data security is of great importance to Us, and to protect your data We have put in place suitable physical, electronic and managerial procedures to safeguard and secure data collected through Our Site.
- 7.4 All the data is securely stored within encrypted SSL storage facilities.
- 7.5 Notwithstanding the security measures that We take, it is important to remember that the transmission of data via the internet may not be completely secure and that you are advised to take suitable precautions when transmitting to Us data via the internet.

## **8. Do We Share Your Data?**

- 8.1 We may share your data with other companies in Our group. This includes our subsidiaries and/or our holding company and its subsidiaries.
- 8.2 We may contract with third parties to supply [products and] services to you on Our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law.
- 8.3 We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales and other information. All such data will be anonymised and will not include any personally identifying information. We may from time to time share such data with third parties such as prospective investors, affiliates, partners and advertisers. Data will only be shared and used within the bounds of the law.
- 8.4 In certain circumstances, We may be legally required to share certain data held by Us, which may include your personal information, for example, where We are involved in legal proceedings, where We are complying with the requirements of legislation, a court order, or governmental authority. We do not require any further consent from you in order to share your data in such circumstances and will comply as required with any legally binding request that is made of Us.

## **9. What Happens If Our Business Changes Hands?**

- 9.1 We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Data provided by users will, where it is relevant to any part of Our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use the data for the purposes for which it was originally collected by Us.
- 9.2 In the event that any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes.

## **10. How Can You Control Your Data?**

- 10.1 When you submit information via Our Site, you may be given options to restrict Our use of your data. We aim to give you strong controls on Our use of your data (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/or by contacting us using the details provided at section 14 of this privacy policy).

10.2 You may also wish to sign up to one or more of the preference services operating in the United Kingdom: 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 from receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receive.

## 11. Your Right to Withhold Information and Your Right to Withdraw Information After You Have Given it

11.1 You may access certain areas of Our Site without providing any 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.

11.2 You may restrict your internet browser’s use of Cookies. For more information, see section 12 and <https://www.shackevents.co.uk/cookie-policy/>

11.3 You may withdraw your consent for Us to use your personal data as set out in section in 5 at any time by contacting Us using the details set out in section 14, and We will delete Your data from Our systems. However, you acknowledge this may limit Our ability to provide the best possible products and services to you.

## 12. How Can You Access Your Data?

You have the legal right to ask for a copy of any of your personal data held by Us (where such data is held). Please contact Us for more details at [rich@shackevents.com](mailto:rich@shackevents.com), or using the contact details below in section 14.

## 13. Summary of Your Rights under GDPR

Under the GDPR, you have:

- the right to request access to, deletion of or correction of, your personal data held by Us;
- the right to complain to a supervisory authority;
- be informed of what data processing is taking place;
- the right to restrict processing;
- the right to data portability;
- object to the processing of your personal data;
- rights with respect to automated decision-making and profiling (see section 14 below).

To enforce any of the foregoing rights or if you have any other questions about Our Site or this Privacy Policy, please contact Us using the details set out in section 15 below.

## 14. Automated Decision-Making and Profiling

14.1 In the event that We use personal data for the purposes of automated decision-making and those decisions have a legal (or similarly significant effect) on You, You have the right to challenge such decisions under GDPR, requesting human intervention, expressing their own point of view, and obtaining an explanation of the decision from Us.

14.2 The right described in section 14.1 does not apply in the following circumstances:

- a) The decision is necessary for the entry into, or performance of, a contract between the You and Us;
- b) The decision is authorised by law; or
- c) You have given you explicit consent.

14.3 Where We use your personal data for profiling purposes, the following shall apply:

- a) Clear information explaining the profiling will be provided, including its significance and the likely consequences;
- b) Appropriate mathematical or statistical procedures will be used;
- c) Technical and organisational measures necessary to minimise the risk of errors and to enable such errors to be easily corrected shall be implemented; and
- d) All personal data processed for profiling purposes shall be secured in order to prevent discriminatory effects arising out of profiling.

14.4 We currently make the following automated decisions:

Non-applicable as currently all Our processes are manual.

14.5 We currently profile your personal data for the following purposes:

- a) Information that you provide by filling in an enquiry form on our site. We will use this information to send answers to your enquiries only. We may also ask for further information if you are reporting problems with our website. This will be stored: on our email system. You have the right to withdraw consent at any time by asking us to delete these emails.
- b) If you contact us by email, we will keep a record of that correspondence. This will be stored: on our email system. You have the right to withdraw consent at any time by asking us to delete these emails.



- c) Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access. This will be stored: on our Google Analytics account – see our Cookie Policy for further information.

## 15. Contacting Us

If you have any questions about Our Site or this Privacy Policy, please contact Us by email at [rich@shackevents.com](mailto:rich@shackevents.com) or by post at Shack Events, is New Cross Farm, Edwyn Ralph, Bromyard, Herefordshire, HR7 4NF. Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 11, above).

## 16. Changes to Our Privacy Policy

We may 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 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.

## 17. Approval and Review Details

Approval and Review	Details
Approval Authority	Board of directors
Information Controller Officer	Richard Manning
Next Review Date	01/01/2024
Version	Version created: 01/01/2022