



## PRIVACY POLICY

Version 6

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## 1. INTRODUCTION AND TERMS

Kivells Limited (“We “or “us”) are committed to protecting and respecting your personal data and privacy. This privacy and cookie policy relates to our use of any personal data we collect from you from any of our services.

Whenever you provide personal data, we are legally obliged to use your information in line with all applicable laws concerning the protection of such information; including the Data Protection Act 1998 and 2018 (DPA), and The General Data Protection Regulation 2016 (GDPR) together, and with other subsequent laws “**Data Protection Laws**”.

This privacy policy also forms part of our terms of business and is not intended to override them. This policy may be amended or updated from time to time and any revisions will be posted to this page.

## 2. WHO WE ARE AND HOW TO CONTACT US

For the purpose of the Data Protection Laws, the data controller is Kivells Limited, registered company number 08519705. If you want to request more information about our privacy policy or information regarding data protection you should contact us using the details provided below:

FAO: Privacy Team  
Kivells Limited  
Holsworthy Livestock Market  
New Market Road  
Holsworthy  
Devon  
EX22 7FA

Email: [privacy@kivells.com](mailto:privacy@kivells.com)

Telephone: 01409 253275 and ask to speak to the Privacy Team

## 3. THE DATA WE COLLECT ABOUT YOU

3.1 We collect and process personal data. Typically the personal data we collect and process will include identity, contract, financial, transactional, technical, profile, usage and marketing and communications data such as:

- 3.1.1 **Identity Data** includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth, gender and images.
- 3.1.2 **Contact Data** includes billing address, delivery address, email address and telephone numbers.
- 3.1.3 **Financial Data** includes bank account and payment card details.
- 3.1.4 **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.
- 3.1.5 **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, and other technology on the devices you use to access this website.

- 3.1.6 **Profile Data** includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.
- 3.1.7 **Usage Data** includes information about how you use our website, products and services.
- 3.1.8 **Marketing and Communications** data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

Please note that we may collect and/or process other personal data from time to time.

- 3.2 We also collect, use and share aggregated data, such as statistical or demographic data for any purpose. Aggregated data could be derived from your personal data, but is not considered to be personal data in law as it will not directly or indirectly reveal your identity. For example, we may aggregate your usage data to calculate a percentage of users accessing a specific feature of our services. However, if we combine or connect your aggregated data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used solely in accordance with this policy.
- 3.3 We do not collect the following special categories of personal data about you: 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.
- 3.4 We only collect data from you directly or via third parties (see the section *Third Parties* below).

#### 4. **IF YOU FAIL TO PROVIDE PERSONAL DATA**

Where we need to collect 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 our 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.

#### 5. **HOW YOUR DATA WILL BE USED**

- 5.1 We use information held about you to:
  - 5.1.1 ensure that content from our site is presented in the most effective manner for you and for your devices;
  - 5.1.2 provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes or by Legitimate Interests;
  - 5.1.3 carry out our obligations arising from any contracts entered into between you and us;
  - 5.1.4 allow you to participate in interactive features of our service when you choose to do so, e.g. asking a question through our website.
  - 5.1.5 carry out necessary maintenance to our infrastructure; and
  - 5.1.6 notify you about changes to our services
- 5.2 We also embrace the use of social media and may wish to process any comments made public by you.

- 5.3 We have set out below in a table format, a description of all the ways we plan to use 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. 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 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.

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register you as a new user and customer	Identity Contact	Performance of a contract with you
To process and deliver your order including:  Manage payments, fees and charges  Collect and recover money owed to us	Identity Contact Financial Transaction Marketing and Communications	Performance of a contract with you  Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include:  Notifying you about changes to our terms or privacy policy  Asking you to leave a review or take a survey	Identity Contact Profile Marketing and Communications	Performance of a contract with you  Necessary to comply with a legal obligation  Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To enable you to partake in a prize draw, competition or complete a survey	Identity Contact Profile Usage Marketing and Communications	Performance of a contract with you  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, this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data) and our mobile application.	Identity Contact Technical	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)  Necessary to comply with a legal obligation
To deliver relevant website and mobile application content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	Identity Contact Profile Usage Marketing and Communications 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, mobile application, products/services, marketing, customer relationships and experiences	Technical 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 make suggestions and recommendations to you about goods or services that may be of interest to you	Identity Contact Technical Usage Profile Marketing and Communications	Necessary for our legitimate interests (to develop our products/services and grow our business)

## 6. LAWFUL BASIS FOR PROCESSING

6.1 We only process your data (which may include providing it to a third party) where we have identified a valid lawful basis to do so. These are as follows:

6.1.1 **Contractual obligation** – Where processing is necessary to comply with our obligations arising out of a contract, for example, where you have bought products from us we will use the personal data you provide to fulfil our contractual obligations e.g. taking payment /shipping.

6.1.2 **Legitimate Interest** - Where we use legitimate interests we will record our decision on making this decision. We rely on legitimate interest where processing of the data we hold on you does not, in our opinion, affect your rights or freedoms and is proportionate to our interests e.g. keeping you up to date with our latest products or obtaining your feedback on our service.

- 6.1.3 **Consent** – We will seek to obtain your consent to process your data outside our contractual obligations (see above) unless we have identified a Legitimate Interest (see above).

## 7. **THIRD PARTIES**

- 7.1 We will keep your information within the 'organisation' except where disclosure is required or permitted by law or when we use third party service providers (data processors) to supply and support our services to you. We have contracts in place with our data processors. This means that they cannot do anything with your personal data unless we have instructed them to do so. They will not share your personal data with any organisation apart from us. They will hold it securely and retain it for the period we instruct.
- 7.2 Please see below the list of services where we use third party data processors which sets out the categories of recipients of personal data.

<b>SERVICE PROVIDED</b>
<i>IT Provider – Cloud Service – IT Support</i>
<i>Email Provider</i>
<i>Secure document disposal service</i>
<i>Internal HR systems provider</i>
<i>Cleaning service (Offices)</i>
<i>Accountants</i>
<i>Self-employed contractors</i>
<i>Solicitors</i>
<i>Auctions software</i>
<i>Hauliers</i>
<i>Animal and Plant Health Agency (APHA)</i>
<i>British Cattle Movement Service (BCMS)</i>
<i>Lettings software</i>
<i>Estate Agency software</i>
<i>Anti-Money Laundering software</i>

## 8. **WHERE YOUR DATA IS HELD**

- 8.1 Your data is stored by us and our processors in the UK or EEA. Where your personal data is transferred outside of the UK or the EEA, we have ensured that:
- 8.1.1 an adequacy decision has been made by the European Data Protection Board (EDPB) permitting the transfer of data to that country; or
- 8.1.2 **standard contractual clauses (SCCs) are in place and we have received assurances that an adequate level of protection of the personal data is achieved (based on a case by case assessment of the circumstances of the**

**transfer), including** adequate technical and operational measures in place to protect the personal data.

## 9. **DATA RETENTION**

Our data retention policy is dictated by the Data Protection Laws and is available for inspection by submitting a written request using the contact details provided in this policy.

## 10. **APPLICATIONS TO WORK FOR US**

If you apply to work for us (directly or indirectly) in any role we may receive data about you from third parties. In addition, we will keep the details of your application and any additional information provided to us by you or others during your application so that we can keep you informed of future opportunities that you may be interested in. If you do not wish for us to keep your details for this reason, please let us know by contacting us using the details provided in this policy.

## 11. **YOUR RIGHTS**

### 11.1 Under the Data Protection Laws your rights are:

11.1.1 **To be informed** – We must make this privacy policy (sometimes referred to as a privacy notice) available with the emphasis on transparency over how we process your data.

11.1.2 **Access** – You are entitled to find out what details we may hold about you and why. We strive to be as open as we can be in terms of giving people access to their personal data. Individuals can find out if we hold any of their Personal Data by making a formal request under the Data Protection Laws. Such requests should be in writing to the contact details provided in this policy. If we do not hold information about you we will confirm this in writing at the earliest opportunity. If we do hold your personal data we will respond in writing within one calendar month of your request (where that request was submitted in accordance with this policy). The information we supply will:

- (a) confirm that your data is being processed;
- (b) verify the lawfulness and the purpose of the processing;
- (c) confirm the categories of personal data being processed;
- (d) confirm the type of recipient to whom the personal data have been or will be disclosed; and
- (e) let you have a copy of the data in format we deem suitable or as reasonably required by you.

11.1.3 **Rectification** – We are obliged to correct or update your details. We will correct or update your data without delay provided you make the request in writing to the contact details provided in this policy, clearly specifying which data is incorrect or out of date.

11.1.4 **Erasure** – This is also known as the request to be forgotten. Under Data Protection Laws you have the right to erasure under specific circumstances. A request for

your personal data to be deleted will be decided on a case by case basis and should be submitted in writing to the contact details provided in this policy.

11.1.5 **Restrict processing** – You have the right to ‘block’ or suppress the processing by us of your personal data.

11.1.6 **Portability** – You have the right to obtain and reuse your personal data that you have provided to us.

11.1.7 **Object** – You have the right to object to us processing your data in relation to direct marketing and or profiling.

11.1.8 **Rights in relation to automated decision making and profiling** – We do not use automatic decision making or profiling.

11.2 Please note that you may need to provide identification in order to prove who you are if you wish to invoke any of your rights as provided by the Data Protection Laws and as summarised above.

11.3 If you agree, we will try to deal with your request informally, for example by providing you with the specific information you need over the telephone.

## 12. **CHANGES**

We keep our privacy notice under regular review and you should check back regularly to ensure you are aware of changes to it. We may display this notice to you from time to time to help ensure you are aware of its contents.

## 13. **COMPLAINTS**

You have the right to complain about the processing of your personal data. Please contact us using the details provided above. If you are still unsatisfied you have the right to complain to the [Information Commissioners Office](#).