

## **Website Privacy Policy**

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history if you use and/or enter this information on our website. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

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Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

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We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

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Your data is processed in accordance with the 6 data processing principles required under the General Data Protection Regulations, monitored, audited every two years and maintained securely. Please note that whilst we endeavour to take all reasonable steps to protect your personal information, we cannot guarantee the security of any data you disclose online, and we will not be responsible for any breach of security unless, it is due to our negligence or willful default.

Any personal data which under GDPR is categorised as Special Categories, formerly Sensitive Personal Data is stored apart, with additional security protection.

Special Categories:

- Racial or ethnic origin
- Political opinions
- Religious beliefs or other philosophical beliefs of a similar nature
- Trade Union membership

- Genetic data, biometric data for the purpose of uniquely identifying a natural person
- Physical or mental health or condition
- Sex life or sexual orientation information
- The commission or alleged commission by the Data Subject of any offence
- Any proceedings for any offence that is currently ongoing

You have the right for your personal data not to be included in any automatic decision making and profiling for marketing purposes. If we wish to use your personal data we will contact you and obtain your express permission. At that time we will confirm that our profiling procedures are in accordance with the Regulation requirements.

In the event of a breach of our data protection leading to information loss, the data protection national Supervisory Authority and you will be advised as soon as possible.

You have the right to request Rainbow Rural to remove any personal information held in its records.

You have a right to request a copy of your personal information held on your behalf without any cost to you.

You have the right to instruct us to correct any personal records held subject to proof of the accuracy of the revised information.

You have the right to receive the details of your personal data in electronic form.

In the event that you wish to discuss any aspect of your stored personal information you should contact [farm@rainbowrural.co.uk](mailto:farm@rainbowrural.co.uk).