

THE BATCHELORS SUPERCASH PROMOTION PRIVACY NOTICE

ABOUT US AND THIS NOTICE

This Privacy Notice explains what we do with your personal data in our capacity as Promoter of the Batchelors Supercash Promotion ("**Promotion**"), which includes entries for Savage & Whitten, Parfetts, and Filshill.

This Privacy Notice is provided by Premier Foods Group Limited (company number: 00281728) of Premier House, Centrium Business Park Griffiths Way, St. Albans, AL1 2RE, United Kingdom as the Promoter of the Promotion. All references to "**our**", "**us**", "**we**", or "**Premier Foods**" within this Privacy Notice refer to Premier Foods Group Limited.

We are the controller of your personal data. This means that we are responsible for complying with applicable data protection laws.

We take your privacy very seriously. We ask that you read this Privacy Notice carefully as it contains important information about our processing of personal data and your rights.

How to contact us

If you have any questions about this Privacy Notice, how we handle your personal data, or want to exercise any of your rights, please contact our Data Privacy Officer either:

By post: Premier House, Centrium Park, Griffiths Way, St Albans, AL1 2RE; or

By email: privacy@premierfoods.co.uk

Changes to the Privacy Notice

We may change this Privacy Notice from time to time. You should check this Privacy Notice occasionally to ensure you are aware of the most recent version that will apply each time you access this website.

WHAT PERSONAL DATA DO WE COLLECT AND WHY?

➤ Website visitors

If you are just browsing our website, we will not collect personal data.

➤ Promotion entries

When you submit an entry into the Batchelors Supercash Promotion, you will provide us with:

- Your name, email address, and mobile telephone number;

- Your wholesaler selection (Savage & Whitten, Parfetts, or Filshill);
- An image or file upload of your proof of purchase;
- Any other information you choose to include in the entry form.

If you are selected as a winner, we will also collect:

- Your bank account details (for BACS transfer) or PayPal email address (for prize payment).
Technical data Jotform automatically captures certain technical information when you submit your entry, including:

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Jotform automatically captures certain technical information when you submit your entry, including:

- Your IP address;
- The date and time of submission.

We do not collect sensitive personal data (such as health information) for this Promotion.

➤ Purposes for processing

We, along with our service providers and the relevant wholesaler you select (Savage & Whitten, Parfetts, or Filshill), will collect, hold, and process your personal data for the following purposes:

- To administer the Batchelors Supercash Promotion;
- To verify your eligibility and validate your entry;
- To contact you if you are selected as a winner;
- To arrange fulfilment of the prize, including processing BACS or PayPal payments;
- To respond to any queries you raise in relation to the Promotion;
- To announce winners by first name, initial, and county of residence (where available), unless you object to such disclosure;
- To comply with legal and regulatory requirements, including responding to requests from the Advertising Standards Authority;
- To prevent and detect fraudulent entries;
- To establish, exercise, or defend legal claims.

If you are the winner of a prize, we may also ask you to participate in non-paid publicity and advertising for the purpose of promoting the Promotion, our brands and our business activities. This may include using your name, voice and image. If you do not wish to participate, please contact our Data Privacy Officer (details above).

HOW IS PROCESSING YOUR PERSONAL DATA LAWFUL?

We will use your personal data for the following legal bases:

- **Contractual necessity:** To administer the Promotion and fulfil our obligations under the Promotion terms and conditions. If you do not provide your information, you cannot participate.
- **Legitimate interests:** To announce winners and carry out publicity (unless you object), prevent and detect fraudulent entries, respond to queries, and share data with the relevant wholesaler for prize fulfilment. You have the right to object to processing based on legitimate interests.
- **Legal obligation:** To comply with legal and regulatory requirements, including providing winner details to the Advertising Standards Authority if required and retaining records for compliance purposes.

WHO DO WE SHARE YOUR PERSONAL DATA WITH?

We use external providers that process your personal data for this Promotion as part of the services they offer to us (such as hosting, security, and promotional administration). We take steps to ensure that our service providers process your data in accordance with data protection law and only use it in accordance with our contract with them.

Depending on which wholesaler promotion you enter, we will share your data with one of the following wholesalers for prize fulfilment:

- Savage & Whitten Wholesale Ltd
- Parfett's Cash & Carry Limited
- J.W. Filshill Limited

We may also disclose your data to any advisors we appoint and to regulatory or other authorities to comply with any applicable legal obligations.

We do not transfer your personal data outside the UK.

HOW WE KEEP YOUR DATA SECURE

We strive to implement appropriate technical and organisational measures in order to protect your personal data against accidental or unlawful destruction, accidental loss or alteration, unauthorised disclosure or access and any other unlawful forms of processing. We aim to ensure that the level of security and the measures adopted to protect your personal data are appropriate for the risks presented by the nature and use of your personal data. We follow recognised industry practices for protecting our IT environment and physical facilities.

WHEN WILL WE DELETE YOUR DATA?

If you enter the Promotion, your data will be held for a period of 6 months after the relevant prize draw closing date.

If you raise a query or complaint with us, your data will be held for up to 6 years from the date of last contact.