

## **Rural Trader Magazine Privacy Statement**

Rural Trader (UK) Limited Registered in England & Wales No. 07166269

Registered Office: Charnwood Accountants, The Point, Granite Way, Mountsorrel, Loughborough, Leicestershire LE12 7TZ

Trading Address: 3C High Street, Sileby, Loughborough, Leicestershire LE12 7RX

### **Privacy**

Rural Trader (UK) Ltd takes the issue of your privacy seriously. If you have any questions concerning our privacy policy that are not addressed here, please contact as below:

**By post:** Rural Trader (UK) Ltd, 3C High Street, Sileby, Loughborough, Leicestershire LE12 7RX

**Email:** [info@rural-trader.co.uk](mailto:info@rural-trader.co.uk)

### **Information Collection and Use**

#### **Reasons/purposes for processing information**

We collect information about customers when they place an order for our products or services. We will only collect information necessary to process orders and communicate regarding our products and services. Your information is regarded as confidential and is shared on a need-only basis with the Rural Trader (UK) Ltd employees.

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure (password protected) servers. We process personal information to enable us to produce and distribute printed material, promote our services; maintain our accounts and records; to support and manage our employees. We do not share any of your information with anyone outside Rural trader (UK) Ltd.

#### **Postal and Email Contact Details**

Rural Trader keeps a database of customer contact details, which we use to send out information about future deadline dates and for infrequent emails, for example to let you know about upcoming changes regarding the magazine pricing, deadlines or circulation. We keep your contact information until you inform us that you no longer wish us to do so. You can unsubscribe at any time by contacting us on any of the methods above. We do not send emails to prospective customers unless they have contacted us for specific information.

#### **Correcting, Updating or Removing Personal Information**

If you wish to modify or remove any of your personal information at any time, please contact Rural Trader (UK) Ltd directly using the contact details shown above and on the Contact page of this site. You have the right to request a copy of the information

that we hold about you. If you would like a copy of some or all, of your personal information please email or write to us at the above address.

### **Sharing and Disclosure of Information**

We do not sell or trade your personal data or disclose your personal information to any third party unless we believe that disclosure is necessary:

1. To conform to legal requirements & obligations
2. To protect our rights

### **Use of Cookies**

The only cookies that are used on this website relate to Google Analytics. The information captured is used to help us to run our business more effectively and efficiently.

We do not obtain any personal information about you when you visit this website from cookies. By using our website you are giving implied consent to our use of cookies.

### **Changes to our Privacy Policy**

We keep our privacy policy under regular review and we will place any updates on this web page. This privacy policy was last updated on 24th May 2018

### **If you are Unhappy**

If you are unhappy at how Rural Trader handles your data and you have been unable to find resolution by contacting us directly, you may complain to the Information Commissioner's Office.