

Privacy Policy for Website and Mobile App

Last Updated: 12/04/2025

Effective Date: 12/04/2025

Welcome to Surrey Bread ("we," "us," or "our"). We respect your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, and safeguard your information when you use our website surreybread.uk and our mobile application (collectively, the "Services").

By using our Services, you agree to the collection and use of information in accordance with this Privacy Policy.

1. Information We Collect

1.1 Information You Provide Directly

- **Contact Information:** When you place an order, subscribe to our newsletter, or contact us, we may collect your name, email address, phone number, and postal address.
- **Payment Information:** If you make a purchase, we may collect billing details (processed securely via Stripe, PayPal, Apple Pay, or Google Pay).
- **Account Details:** If you create an account, we store your login credentials and profile information.

1.2 Information Collected Automatically

- **Cookies & Tracking Technologies:** We do not use cookies to improve your experience, track performance, and personalize content.
- **Device & Usage Data:** We do not collect information such as IP address, browser type, device type, operating system, app version, and interactions with our Services.
- **Analytics Data:** We use tools such as Google Analytics (website) and Firebase Analytics (app) to understand user behavior and improve our Services.

1.3 Mobile App Specific Information

- **Device Permissions:** Our app may request permissions to access:
 - Storage (for saving preferences and offline functionality)
- **Usage Information:** We collect information about how you interact with our app, including screens viewed, features used, and time spent.

2. How We Use Your Information

- To process and deliver orders.
- To respond to customer inquiries.
- To prevent fraud, security breaches, and unauthorized access.
- To comply with legal, accounting, and tax obligations.
- To send promotional communications if you have opted in.
- To personalize your experience based on preferences and past interactions.

3. Legal Basis for Processing (GDPR Compliance)

- **Consent:** When you subscribe to our newsletter, allow app permissions, or accept cookies.
- **Contractual Obligation:** When processing orders and payments.
- **Legitimate Interests:** To analyze and improve Services, detect fraud, and ensure security.
- **Legal Compliance:** To fulfill obligations under applicable laws.

4. How We Share Your Information

- **Payment Processors:** (e.g., Stripe, PayPal, Apple Pay, Google Pay) to handle secure transactions. These processors receive your payment information to process transactions.
- **Delivery Services:** To fulfill your orders. Delivery partners receive your name, address, and contact details needed for delivery.
- **Analytics Providers:** Google Analytics and Firebase collect anonymous usage data to help us understand how users interact with our Services.
- **Cloud Service Providers:** We use secure cloud services to store and process data.
- **Legal Authorities:** Where required by law, or to prevent fraud or abuse.

All third parties must handle your data securely and comply with relevant privacy regulations.

5. Your Rights (Under GDPR & UK Data Protection Laws)

- **Access:** Request a copy of your personal data.
- **Correction:** Ask us to correct inaccurate or incomplete data.
- **Deletion (Right to be Forgotten):** Request deletion of your data.
- **Objection:** Object to processing based on legitimate interests.
- **Withdraw Consent:** At any time, for activities that require it.
- **Data Portability:** Receive your data in a machine-readable format.
- **Complaint:** Lodge a complaint with a supervisory authority.

To exercise these rights, contact us at contact-help@surreybread.uk. We will respond within one month.

6. Data Security & Retention

We implement industry-standard security measures to protect your personal data from unauthorized access, loss, or misuse, including encryption, secure servers, and regular security assessments.

We retain your data only as long as necessary to fulfill the purposes stated in this policy, or as required by law. Typically, we retain:

- Account information: For as long as your account is active
- Order information: For 7 years (to comply with tax and accounting requirements)
- Marketing preferences: Until you opt out

7. Cookies & Tracking Technologies

We use cookies and similar technologies to personalize your experience and understand usage patterns. Types of cookies we use include:

- **Essential cookies:** Required for basic functionality
- **Preference cookies:** Remember your settings and preferences
- **Analytics cookies:** Help us understand how our Services are used
- **Marketing cookies:** Used for targeted advertising

You may control or disable cookies through your browser settings or device preferences.

8. International Data Transfers

Your information may be transferred to and processed in countries outside your country of residence, including the United States and European Union, where our servers and service providers are located. We ensure appropriate safeguards are in place to protect your information, including:

- EU Standard Contractual Clauses
- UK International Data Transfer Agreements
- Privacy Shield certification (where applicable)
- Vendor assessments and data processing agreements

9. Data Synchronization Across Platforms

If you use both our Website and App, we may synchronize your data (e.g., order history, preferences) to offer a seamless user experience. You can disable this feature in your account settings.

10. Third-Party Links

Our Services may contain links to third-party websites. We are not responsible for their privacy practices. We recommend reviewing their policies before sharing personal data.

11. Children's Privacy

Our Services are not intended for children under 13 (or the applicable age in your jurisdiction). We do not knowingly collect data from children. If we become aware of such data, we will delete it immediately.

12. App Store & Platform Compliance

Our mobile app complies with the data privacy requirements set by the Apple App Store and Google Play Store, including permissions transparency and data use disclosures. Each app store may collect additional information as outlined in their respective privacy policies.

13. Data Deletion Upon Uninstallation

When you uninstall our mobile app, some information may remain in our servers. To request complete deletion of your data, please contact us at contact-help@surreybread.uk.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Updates will be posted here with an updated "Last Updated" date. For significant changes, we will notify you via email or through our Services. We recommend reviewing this policy periodically.

15. Contact Us

If you have any questions or requests regarding this Privacy Policy, contact us at:

Email: contact-help@surreybread.uk