

Privacy Policy

The Premier Foods Group Limited ('we', or 'us') is committed to helping you understand how we collect, use, and disclose your personal information. It is important for you to know the basis on which we collect and process your personal information, to make sure you stay informed and can be confident about giving us your information. So please do take the time to read our Privacy Policy.

This Privacy Policy applies to any customer, supplier, distributor, retailer or employee of The Spice Tailor Limited that provides us with personal information, and it covers the following of our services: visiting one of our websites on which we provide this Privacy Policy, when you participate in a promotion described in this Privacy Policy. when we email, text, write, or call you, or when you email, text, call or write to us.

We share your personal information with organisations we work with when it is necessary and the privacy and security of your personal information is assured, subject to this Privacy Policy. Any personal information provided to or gathered from our site is controlled by us.

If you have any questions in relation to this Privacy Policy or how we process your personal information please contact our Data Protection Officer by email at privacy@premierfoods.co.uk or by mail at:

Premier House
Centrium Business Park
Griffiths Way
St Albans
AL1 2RE

What information may be collected about you?

Personal information is any information which identifies you, or could be used to identify you, such as your name, contact details and interests. It may also include information about how you use our website or digital communications. We will only collect personal data that is necessary for the purposes for which we collect it.

The information we collect varies depending on how you interact with us and our business. For example, if you simply visit our website, we receive less information than if you participate in one of our promotions, and provide us with information to administer that promotion. You can give us your personal information a number of ways, by filling in forms on our website, registering for our newsletter, submitting a recipe, subscribing to take part in our Guiding Panel, entering a competition, promotion or survey or by corresponding with us (by social media platforms, phone, email or post).

Our websites and services are intended for use only by persons 16 years of age or older. By using the website or by providing us with personal information, you represent that you are at least 16 years of age. If you are under 16, please do not provide us with any of your information unless you have the permission of your parent or guardian to do so. Please contact us as provided above if you believe we may have collected such information regarding your minor child without your consent.

The following types of personal information about you may be collected:

- When you register with us, you may provide your personal details (name, email, address, age bracket, gender, telephone, and so on).
- When you connect with us, including by email, post and phone or through social media, the personal information you provide such as your name, contact details (telephone , email & postal address) and nature of query/complaint.
- When we contact with you or you take part in promotions, competitions, surveys or questionnaires about our services, we may collect personal information you give us (product preferences, interests, buying behaviour and so on).
- If you participate in one of our promotions, we may ask for information needed to run that promotion. The information needed may vary from promotion to promotion, and this will be described in the terms on or the website for that promotion. For example, from time to time we may offer 'money back' or similar promotions. If we do, and if you participate, we collect information such as your name and contact information, birthdate or age, your proof of purchase of an eligible product, and information to effect payment, such as information regarding your Paypal Account, or other financial account. We use this information to operate the promotion in accordance with its terms, including to verify your compliance with the terms, to communicate with you regarding the promotion, and if you qualify, to process your payment.
- We may automatically collect the following information:
 - When you browse our websites, we may collect information about your browsing behaviour, about the way you access our digital services, including operating system, IP address, online identifiers and browser details and the terms that you use to search our website. See the section headed "Use of Cookies" below for more details.
 - When we send you digital communications we may collect information on your email provider, whether you open or forward our communications, including any links within them that you click on.

Use Of Cookies

How we use cookies

Our websites may use cookies. Cookies are small text files that a website stores locally on your computer or other device. Cookies allow us to recognize your device the next time you visit us. By doing so, we are able to improve user-friendliness of the websites and to better adjust them

to your needs. The type of information we collect as a result of a cookie is specific to your device and may include the Internet Protocol (IP) address, the date and time you access our website(s) and what parts of the website(s) are visited. You may set your browser to notify you when you receive a cookie or to refuse receiving it. By changing your browser settings, you can also determine that your browser will not accept cookies from our websites. Be aware that in such events you may no longer be able to use all the possibilities and features of our websites.

Our sites use different types of cookie.

We use Google Analytics, a popular web analytics service provided by Google, Inc. Google Analytics uses cookies to help us to analyse how users use our sites. It counts the number of visitors and tells us things about their behaviour overall, such as the typical length of stay on the site or the average number of pages a user views. The information generated by the cookie about your use of our websites (including your IP address) will be transmitted to and stored by Google on its servers.

Google will use this information for the purpose of evaluating your use of our websites, compiling reports on website activity and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

For more information on how Google Analytics collects and processes information, as well as how you can control the information sent to Google, please review Google's site "How Google uses data when you use our partners' sites or apps" located at: www.google.com/policies/privacy/partners/. Google offers an opt-out mechanism here: <https://tools.google.com/dlpage/gaoptout/>.

We also use Facebook pixel cookies, to customise content and advertising, to provide social media features and to analyse traffic to our sites.

For more information on Facebook and Instagram's advertising tools and your options to opt-out, please visit: <https://www.facebook.com/policies/cookies>

We also share information about your use of our sites with our trusted social media, advertising and analytics partners.

Links to other websites

Our websites may contain links to other websites of interest. However, once you have used these links to leave one of our sites, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this Privacy Policy. You should exercise caution and look at the privacy statement applicable to the website in question.

What do we use your personal information for?

Any personal information relating to you will be used by us in accordance with applicable data protection legislation and this Privacy Policy and only in line with any consent you have previously given.

The main uses of your personal information are:

- To provide services tailored to your requirements and to treat you in a more personal way.
- To carry out analysis and market research to help improve our product range and services.
- To carry out marketing and keep you informed of The Spice Tailors products and services subject to applicable laws.
- To send you samples of our products to gather feedback.
- To administer our promotions that you choose to enter. For example, if we offer a 'money back' promotion, and you participate in it, we use the payment information you provide to issue a refund in accordance with the terms of that promotion.
- To respond to enquiries and ensure you get the best possible customer care.
- To improve our websites and other communication channels.
- For management and administrative purposes.

We will only send you communications if you agree to receive them.

Disclosure of personal information to third parties

We may share and disclose your personal information under the following circumstances:

- to our subsidiaries and affiliates;
- to contractors, service providers, and other third parties we use to support our business, including helping us process personal information for the purposes described in this Privacy Policy. For example, we may use a payment processor to help us process payments in accordance with the terms of a promotion or transaction you have entered with us;
- to comply with law, a court order, or other legal process, or in connection with a legal investigation or a request for cooperation by a government entity;
- to enforce our Terms of Use, this Privacy Policy and any other applicable terms, conditions and other agreements;
- to protect our legal rights and interests, our business partners and third-party service providers, and our and their respective directors, officers, employees, representatives, and customers;
- to protect against fraud;
- in connection with a corporate transaction (such as a merger, financing, acquisition or dissolution) or proceeding involving the sale, transfer, divestiture, or disclosure of all or a

portion of our business or assets. In the event of an insolvency, bankruptcy, or receivership, personal information may also be transferred as a business asset, provided that the acquirer will assume the rights and obligations with respect to your personal information as described in this Privacy Policy.

Subject to applicable data protection laws, you may request information about our collection, use, disclosure or storage of personal information by service providers. You may do so by contacting our Data Protection Officer at the contact information set out above.

Storage and retention of your personal information

We know how important it is to protect and manage your personal information. We take appropriate security measures to help protect your personal information from accidental loss and from unauthorised access, use, alteration and disclosure.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your personal information transmitted to our Website. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Website.

We may transfer Personal Information to other Countries

The information that we collect from you may be transferred to, and stored at, a destination outside Canada, and outside your jurisdiction of residence in Canada, including the United Kingdom and the European Union. It may also be processed by staff operating outside Canada who work for us or for one of our suppliers. Such staff and suppliers may be engaged in, among other things, the fulfilment of your request and the provision of support services.

While such information is outside of your country or jurisdiction of residence, it is subject to the laws of the country in which it is held, and may be subject to disclosure to the governments, courts or law enforcement or regulatory agencies of such other country, pursuant to the laws of such country. By submitting your information, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your information is treated securely and in accordance with this Privacy Policy.

Data retention

We will retain your personal information for as long as it is necessary for the uses set out in this Privacy Policy and/or to meet legal and regulatory requirements. We will actively review the information we hold and securely erase personal information when it is no longer needed for such purposes or requirements. Or in some cases if data is needed after this period for analytical, historical or other serious and legitimate business purposes, we will take appropriate measures to anonymise this data according to generally accepted practices.

Your Rights

Updating your data and marketing preferences

It is important to us that you remain in control of your data. If, at any time, you want to update your marketing preferences please contact our Data Protection Officer at the contact information set out above.

In addition, each marketing communication we send will also have an unsubscribe option which will allow you to stop receiving further marketing communications. We aim to action requests to stop receiving marketing communications from being sent within 14 days. But it is possible you could receive some marketing in the period prior to that change being made.

Accessing, updating and withdrawing consent

Subject to applicable data protection laws, you have the right to request a copy of the personal information that we hold for you and to correct any inaccuracies as well as to exercise your cancellation, rectification and objection rights. If you want to obtain a copy of the personal information we hold about you and/or if you want us to transfer your personal information to another organisation, please provide the following information in writing:

- Your name
- Postal address and email

You may also provide any details which may help us to identify you, for example: date when you registered/contacted us.

Where you have provided your consent to the collection, use, and transfer of your personal information, you may have the legal right to withdraw your consent under certain circumstances. Please note that if you withdraw your consent we may not be able to provide you with a particular product or service. We will explain the impact to you at the time to help you with your decision.

Under certain circumstances and subject to applicable data protection laws, you may also be entitled to request additional information regarding our data governance practices, including details regarding what information is collected about you, the categories of persons who have access to your information, and how long your information will be retained for. You may also be entitled to request that we cease communicating your information, or de-index any hyperlink attached your name that provides access to your personal information by a technological means.

Please note that we may ask you to verify your identity with reasonable information before we can act on your request. Please write to our Data Protection Officer at the contact information set out above.

Where we can provide data and action requests, we will do so free of charge. Subject to applicable laws, we will respond within approximately 30 days of receipt of your request.

What to do if you're not happy?

Firstly, please talk to us directly so we can resolve any problem or query you may have. You also have the right, to contact and/or lodge a complaint with the appropriate local data protection authority.

Changes to this Privacy Policy

From time to time, we may update this Privacy Policy. Should this happen, we will detail the changes on this web page. Please check here regularly for any updates to this Privacy Policy.

Last update: November 15, 2023