

About us and this Privacy Policy

This website ("our site") is operated by a member of the Premier Foods group of companies, the ultimate holding company of which is Premier Foods plc (registered in England and Wales with company number 05160050 and registered address Premier House, Centrium Business Park, Griffiths Way, St. Albans, Hertfordshire, AL12RE, United Kingdom).

All references to "our", "us", "we", "company" or "Premier Foods" within this policy are deemed to refer to Premier Foods plc, its subsidiaries, affiliates and associates.

We are committed to the privacy and security of 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 Premier Foods Group Limited that provides us with personal information, and it covers the use of any of our services; visiting [mrkipling.ca], when we email, or call you or, when you call or write to us.

We will only 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 Premier Foods Group Limited.

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:

Data Protection Officer
Premier Foods Group Limited
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 necessary personal data.

You can give us your personal information a number of ways, by entering a competition, promotion or contacting our consumer careline by phone or post.

This website is intended for use only by persons 16 years of age or older. By using the website, 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 connect with us, including by email, post and phone, personal information you provide such as your name, contact details (telephone number, email & postal address) and nature of query/complaint; and
- When we contact with you or you take part in promotions or competitions, we may collect personal information you give us (i.e. your personal information to enable us to administer your participation in a promotion or competition).

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, 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 respond to enquiries and ensure you get the best possible customer care.
- 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;
- 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 Premier Foods' 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.

Premier Foods operates in the UK and we store most of our data within the European Union ("EU"). The information that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our customer services suppliers. While such information is outside of your country 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. Such staff may be engaged in, among other things, the fulfilment of your request and the provision of support services. 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 only 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. 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, where you have elected to receive a marketing communication then. each marketing communication you will receive 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 10 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 to port your personal information to another organisation, please provide the following information in writing:

- Your name
- Postal address and email

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.

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 data protection authority, for example the UK national data protection authority (www.ico.org.uk).

Changes to this Privacy Policy

From time to time, we may update this Privacy Policy. Please ensure that you check this Privacy Policy on each occasion you provide personal information, so that you are aware of the terms of this Privacy Policy.

Last update: April 2024