

# DATA AND PRIVACY POLICY

VERSION 28/02/2024

---

## 1. Introduction

Ashton Valley Fresh (AVF) is committed to protecting the privacy and security of our customers, partners, employees, and all individuals who interact with us. This Data and Privacy Policy outlines how we collect, use, store, and protect personal data in compliance with the General Data Protection Regulation (GDPR) and B Corp standards.

## 2. Data Collection

### 2.1 Personal Data Collected

We may collect the following types of personal data:

- **Contact Information:** Name, email address, phone number, and postal address.
- **Transaction Data:** Details of products purchased, payment information, and delivery addresses.
- **Marketing Preferences:** Information about your preferences in receiving marketing communications from us.
- **Website Usage Data:** Information on how you use our website, including IP address, browser type, and browsing behaviour.

### 2.2 Data Collection Methods

We collect personal data through:

- **Direct Interactions:** When you fill out forms, make purchases, or communicate with us via email, phone, or in-person.
- **Automated Technologies:** Cookies, server logs, and other similar technologies when you interact with our website.

## 3. Data Usage

### 3.1 Purpose of Data Processing

We process personal data for the following purposes:

- **Order Processing and Fulfillment:** To manage and deliver products to our customers.
- **Customer Service:** To respond to inquiries, provide support, and handle complaints.
- **Marketing Communications:** To send promotional materials, updates, and special offers (with explicit consent).
- **Improving Services:** To analyse and improve our products, services, and customer experiences.
- **Legal Compliance:** To comply with legal obligations, resolve disputes, and enforce our agreements.

### 3.2 Legal Basis for Processing

We process personal data based on the following legal grounds:

- **Consent:** When you have given explicit consent for specific purposes (e.g., receiving marketing emails).
- **Contractual Necessity:** To perform contracts, such as processing orders and delivering products.
- **Legal Obligations:** To comply with laws, regulations, and legal processes.
- **Legitimate Interests:** When processing is necessary for our legitimate interests, such as improving our services, provided these interests are not overridden by your rights.

## 4. Data Sharing

### 4.1 Third-Party Service Providers

We may share personal data with trusted third-party service providers who assist us in operating our business, such as payment processors, delivery companies, and IT service providers. These third parties are obligated to protect your data and use it only for the purposes specified by us.

### 4.2 Legal Obligations

We may disclose personal data if required by law or in response to valid requests by public authorities (e.g., law enforcement agencies).

# DATA AND PRIVACY POLICY

VERSION 28/02/2024

---

## 4.3 International Data Transfers

If personal data is transferred outside of the European Economic Area (EEA), we ensure that appropriate safeguards are in place to protect your data, such as standard contractual clauses or reliance on Privacy Shield certification.

## 5. Data Security

### 5.1 Security Measures

AVF implements a range of technical and organizational measures to protect personal data against unauthorized access, loss, destruction, or alteration. These include:

- **Encryption:** We use encryption to protect data during transmission and storage.
- **Access Controls:** Access to personal data is restricted to authorized personnel only.
- **Regular Audits:** We conduct regular security audits to ensure compliance with data protection standards.

## 6. Data Retention

### 6.1 Retention Period

We retain personal data only for as long as necessary to fulfill the purposes for which it was collected, including legal, accounting, or reporting requirements. The specific retention period may vary depending on the type of data and the purpose of processing.

### 6.2 Data Deletion

Once the retention period expires, or upon request, we securely delete or anonymize personal data in compliance with applicable laws and regulations.

## 7. Your Rights

### 7.1 Access to Data

You have the right to request access to the personal data we hold about you, including information on how your data is processed and the purposes of processing.

### 7.2 Data Correction

You have the right to request the correction of inaccurate or incomplete personal data.

### 7.3 Data Deletion

You have the right to request the deletion of your personal data when it is no longer necessary for the purposes for which it was collected, or if you withdraw your consent.

### 7.4 Data Portability

You have the right to request the transfer of your personal data to another service provider in a structured, commonly used, and machine-readable format.

### 7.5 Objection to Processing

You have the right to object to the processing of your personal data based on legitimate interests or for direct marketing purposes.

### 7.6 Withdraw Consent

If we process your personal data based on your consent, you have the right to withdraw that consent at any time.

## 8. Cookies

### 8.1 Use of Cookies

# DATA AND PRIVACY POLICY

VERSION 28/02/2024

---

Our website uses cookies to enhance your browsing experience and collect information about website usage. Cookies are small data files stored on your device that allow us to recognize you and remember your preferences.

## 8.2 Managing Cookies

You can manage or disable cookies through your browser settings. However, disabling cookies may affect your ability to use certain features of our website.

## 9. Changes to This Policy

### 9.1 Policy Updates

We may update this Data and Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes through our website or other communication channels.

## 10. Contact Us

### 10.1 Data Protection Officer

For any questions or concerns regarding this Data and Privacy Policy or to exercise your rights, please contact our Data Protection Officer at:

**Ashton Valley Fresh**  
376a Lobethal Road Ashton  
Ashtonvalley@rceravolo.com  
08 8390 3678