

OUR PRIVACY AND COOKIE POLICY

The Upper Scale Ltd takes great pride in providing quality seafood, excellent customer service and protecting personal information. We are grateful for the trust that customers place in us, and we use all personal information given to us responsibly. This policy sets out your rights, the data protection principles we follow, and how we protect any information that you provide us with.

We will only share information you give us with others in order to fulfil our role in providing a quick and easy service. We promise never to share information with others (unless we are required to do so by law). At all times, information will only be used in accordance with this privacy policy.

What this policy covers.

The www.upper-scale.co.uk website. This policy explains how we may use information we collect about you, as well as your rights over any personal information we hold about you. Please read this policy, together with the Terms and Conditions carefully as by accessing the website or associated applications you confirm to have understood and agreed to them.

What personal information we collect about you.

We collect information through The Upper Scale website orders and queries. We ask your consent for this, and do this so that we can send marketing information about new products, special offers, discount codes or other information which we think subscribers may find interesting.

We may collect the following information:

- Name
- Contact information including email address and mobile contact number
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers

We collect information about you when you

- Visit the site.
- Register an account on the site.
- Buy, or attempt to buy, products or services on the site.
- Take part in promotions, competitions, customer surveys and questionnaires.
- Contact customer services in any way.

Depending on how you use our services the types of information we collect may include:

- Your name
- Your email address
- Your password
- Your location
- Your billing address(es)
- Your shipping address(es)
- Your phone number(s)
- Whether or not you agree to marketing emails
- Details about 3rd parties that you share with us such as the name, address and telephone number
- Someone you send an order to
- Information about what you order and when and how you order
- Correspondence between you and us

This is an indicative list only and other personal information may be collected from time to time.

If you have previously given consent you may change your mind at any time. You will be given the opportunity to unsubscribe in every marketing email or you can do so by emailing us at homedelivery@theupper-scale.co.uk, or by signing into your account can changing your preferences.

Note: we do not store your payment details.

The website may contain links to other sites which are outside of our control and not covered by this Privacy Policy. The operators of these sites may collect information from you that will be used by them in accordance with their policy, which may differ from ours.

How and why we use your personal data.

We only collect the information necessary for us to provide you with our services. We use your information to:

- manage and improve the site.
- personalise and provide our services to you
- administer and operate your account.
- process your orders
- tell you about important changes to the site and our services.
- manage promotions, vouchers and discounts.

Retention of your personal data.

We collect information from everyone who makes a purchase with us. We require this information in order to process and deliver your order.

How we share personal data with other organisations.

When a purchase is made for a product through our website we share customer information with our payment engine partner Stripe which is PCI DSS compliant. No payment details are stored on our systems.

How we protect your personal data.

The Upper Scale is committed to ensuring that your privacy is protected and that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect. We use Stripe as our secure online payment gateway. This means we do not store or process credit card details on any of our own systems as Stripe process these payments on our behalf. Stripe adhere to the strictest levels of fraud screening to make sure the card details remain secure during the transaction.

Your marketing preferences and market research.

We may contact you:

- with offers and information about the products and services we offer via the site. Of course, the choice is entirely yours but if you say that you do not want to receive marketing information from us this will prevent you from receiving great offers or promotions that may be of interest to you. When you place an order or register for an Upper Scale Home Deliveries account online you can opt-in to receive marketing emails from us by checking the relevant tick box. If you later wish to opt-out simply click "Your Account" in the top menu on theupperscale.co.uk and then click "My Account" and uncheck the relevant tick box. If you are not opted in to marketing communications we will only contact you with transactional information. For example, about:
- orders that you place on the site – to confirm orders you have placed and to update you about the status of your orders.
- questions you have asked us.

How we use cookies and similar technologies.

Cookies are text files containing small amounts of information which are downloaded to your personal computer, mobile or other device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. We use cookies to improve the service that we provide to you. For example, we use cookies:

- to personalise your visit and to enable you to use some of the features of the site.
- to improve the way in which the site works by allowing us to understand how you use the site. These cookies collect mostly anonymous data that is aggregated across all visitors to the site.
- to deliver relevant online advertising to you.

You can use your browser settings to manage cookies. The 'help' menu of most browsers will tell you how to adjust your cookie preferences. However, if you decide to disable cookies used on thecornishfishmonger.co.uk you may find that the site does not operate as intended.

List of cookies we collect.

The table below lists the cookies we collect and what information they store.

COOKIE NAME	COOKIE DESCRIPTION
CART	The association with your shopping cart.
CATEGORY_INFO	Stores the category info on the page, that allows to display pages more quickly.
COMPARE	The items that you have in the Compare Products list.
CURRENCY	Your preferred currency
CUSTOMER	An encrypted version of your customer id with the store.
CUSTOMER_AUTH	An indicator if you are currently logged into the store.
CUSTOMER_INFO	An encrypted version of the customer group you belong to.
CUSTOMER_SEGMENT_IDS	Stores the Customer Segment ID
EXTERNAL_NO_CACHE	A flag, which indicates whether caching is disabled or not.
FRONTEND	Your session ID on the server.
GUEST-VIEW	Allows guests to edit their orders.
LAST_CATEGORY	The last category you visited.
LAST_PRODUCT	The most recent product you have viewed.
NEWMESSAGE	Indicates whether a new message has been received.
NO_CACHE	Indicates whether it is allowed to use cache.
PERSISTENT_SHOPPING_CART	A link to information about your cart and viewing history if you have asked the site.
POLL	The ID of any polls you have recently voted in.
POLLN	Information on what polls you have voted on.

COOKIE NAME	COOKIE DESCRIPTION
RECENTLYCOMPARED	The items that you have recently compared.
STF	Information on products you have emailed to friends.
STORE	The store view or language you have selected.
USER_ALLOWED_SAVE_COOKIE	Indicates whether a customer allowed to use cookies.
VIEWED_PRODUCT_IDS	The products that you have recently viewed.
WISHLIST	An encrypted list of products added to your Wishlist.
WISHLIST_CNT	The number of items in your Wishlist.

Your rights.

Your personal information is owned by you. When you give information to us, you do so in trust, and we are the 'Controller' of the information, following this privacy policy. If you have any questions or issues with the way in which we are using your data you have the following rights:

- You can ask to see what information we hold on you (right of access)
- You can ask for information to be corrected
- You can ask to receive a copy of the information we hold on record for you (right to portability)
- You can ask us to delete any information we have about you (right to be forgotten)
- You can object to the way in which we use your information
- You can complain to the supervisory authority.

If you wish to enact any of these rights then you can do so by emailing homedelivery@theupperscale.co.uk. If you believe that any information we are holding on you is incorrect or incomplete, or you would like to know more please email us homedelivery@theupperscale.co.uk

Updates to this policy.

This policy replaces all previous versions and is correct as of 16th May 2020. We reserve the right to change this policy at any time and will keep it up to date so please visit this page again to check for the latest version.

Contact us.

If you have any questions about how we collect, keep and use your personal data please contact us homedelivery@theupperscale.co.uk