



Privacy Notice

Effective 25th May 2018.

Upstream Seafood's Ltd will always endeavour to protect your privacy and keep your company and personal data safe.

The following notice outlines what data we collect, its use, storage and disclosure to third parties.

Upstream Seafood's Ltd and specifically, Chris Smith are data controller and data processor for all data stored.

From time to time, this policy may be subject to change. We will advise all our customers should any changes become necessary.

We hold data pertaining to yourself or your business for the following reasons;

- Successful performance of a contract to supply
- Invoicing, billing, receipts and statements
- In order to communicate with you

We collect information about you or your business when you contact us by phone, email or face to face in respect of purchasing and supply of any of our products or follow up communications after such supply has taken place.

Specific data we collect in our dealings with you will include your business name, address, email addresses, telephone numbers and the personal names of people that we may deal with in respect of supplying goods. In addition, we collect and store products ordered to ease future ordering of popular products along with dates ordered.

We may use information about you or your business:

- To carry out successful supply of goods following a request to do so
- To allow us to review and improve our service to you
- To allow us to process any queries, pre or post order and supply if you contact us.
- To administer and process accounts and keep track of billing and payments
- To carry out marketing and statistical analysis.
- To notify you about changes to our goods and supply thereof.
- To inform you of price changes

We keep data for the period of time that you are a customer of Upstream Seafood's Ltd. We will subsequently keep data for as long as required by UK and EU law.

Following the termination of your business activity with us or during periods of inactivity, we will keep data for a period of seven years in order to comply with legal and accountancy obligations. Any data held in these circumstances will not be used for any other purpose.

We will never share or sell your business or personal information with any third party.

You have the right to request your data to be deleted. There are legal obligations that we may have to keep some of your data but please get in touch if you would like to discuss what data we hold and our use of it.

You may contact us at info@upstreamseafoods.com in order to request access to any data we hold about you.

To the best of our ability, any data we hold about you will be stored in a manner to protect it from being accessed by third parties. Such methods include encryption by standard or proprietary methods, storage on secure offsite backup servers in the UK EU or US, on systems protected by user accounts and passwords and encrypted by software supplied by ISO or other regulated companies. Our offsite cloud backups are protected in transit and storage by ISO 27018 compliant companies.

We do not store sensitive payment information such as credit card numbers, expiry dates or authorisation codes. Account numbers and sort codes to allow us to process refunds are held by our bank or stored in accounts software, encrypted using 256 bit AES encryption.

In the unlikely event of a data breach, following investigation we will disclose the nature of the breach and whether your information was disclosed under applicable UK law.