



PRIVACY POLICY

Effective Date: **1ST of January 2026**

1. INTRODUCTION

1.1 Spuds & Dough ("we," "us," "our") is committed to protecting your privacy and personal data.

1.2 This Privacy Policy explains how we collect, use, and protect your personal information in compliance with UK GDPR and Data Protection Act 2018.

2. DATA CONTROLLER

2.1 The data controller is **Spuds & Dough Limited**, registered with the ICO under registration number **15961052**.

2.2 Our registered address is 8 De Havilland Gardens, Ramsey, Huntingdon, PE26 2SD - UK

3. INFORMATION WE COLLECT

We collect the following personal data:

Order Information: Name, contact details, delivery address, payment information

Account Information: Email address, password, order history

Marketing Preferences: Consent for promotional communications

Technical Data: IP address, browser type, device information

Location Data: GPS data for delivery services (with consent)

4. HOW WE COLLECT DATA

Directly from you when you place orders, create an account, Get in Touch, Feedback

Automatically through our Website (cookies, analytics)

From third parties (payment processors, delivery partners)

5. LAWFUL BASIS FOR PROCESSING

Contract: Processing necessary for order fulfilment and delivery

Legal Obligation: Compliance with food safety and tax regulations

Legitimate Interests: Business operations, fraud prevention



Consent: Marketing communications, location services

6. USE OF YOUR PERSONAL DATA

We use your data to:

Process and deliver your orders

Manage your account

Communicate order updates

Process payments and refunds

Send marketing communications (with consent)

Improve our services

Comply with legal obligations

7. DATA RETENTION

Order records: 6 years (tax purposes)

Marketing consent: Until withdrawn

CCTV footage: 30 days

Website analytics: 26 months

8. DATA SHARING

We share data with:

Payment processors (Square)

Delivery partners

IT service providers (Vitrux Shield Limited)

Accounting and legal advisors

Government authorities (when required)

9. INTERNATIONAL TRANSFERS

We do not transfer personal data outside the UK without appropriate safeguards.

10. YOUR RIGHTS

Under UK GDPR, you have the right to:



SPUDS AND DOUGH LTD
8 De Havilland Gardens, Ramsey
Huntingdon, England
PE26 2SD



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- Access your personal data
- Rectify inaccurate data
- Erase your data ("right to be forgotten")
- Restrict processing
- Data portability
- Object to processing
- Withdraw consent at any time

11. COOKIES AND TRACKING

We use the following cookies:

Essential: Website functionality

Analytics: Website performance

Marketing: Personalized advertising

12. DATA SECURITY

SSL encryption for all data transmission

Secure payment processing

Regular security audits

Staff training on data protection

Incident response procedures

13. DATA BREACH PROCEDURES

In the event of a data breach, we will:

Notify the ICO within 72 hours (if required)

Inform affected individuals without undue delay

Provide clear information about the breach and potential impact

14. CHILDREN'S PRIVACY

Our services are not intended for children under 13. We do not knowingly collect data from children.



SPUDS AND DOUGH LTD
8 De Havilland Gardens, Ramsey
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15. CHANGES TO THIS POLICY

We may update this Privacy Policy periodically. We will notify you of significant changes via email or website notice.

16. CONTACT DETAILS

- ❖ Data Protection Officer : Ryan Paul Hutchings
- ❖ Email : Ryan.Hutchings@spudsanddough.com
- ❖ Phone : +44 7983 607 754
- ❖ Address : 8 De Havilland Gardens, Ramsey, Huntingdon, PE26 2SD

ICO Contact:

Information Commissioner's Office

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Tel: 0303 123 1113

Website: <https://ico.org.uk>

17. COMPLAINTS

If you have concerns about our data processing, please contact us first at admin@spudsanddough.com. You also have the right to complain to the ICO.