

# PRIVACY NOTICE

## GENERAL DATA PROTECTION REGULATION (GDPR)

### What this Privacy Notice covers

Peter Crichton, also trading as Sudbury Pigs, respects your privacy and is committed to protecting your personal data. In this notice, references to 'we', 'us' or 'our' mean Peter Crichton or Sudbury Pigs. This notice explains how we manage use the personal information about you.

It is important that you read this Privacy Notice together with any other Privacy Notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This Privacy Notice supplements the other notices and is not intended to override them.

### Who we are

Peter Crichton and Sudbury Pigs are sole traders. The registered office is 6 Northgate Avenue, Bury St Edmunds, Suffolk, IP32 6BB.

Peter Crichton operates the website [www.petercrichton.co.uk](http://www.petercrichton.co.uk) (the "website").

Peter Crichton is a data controller under the data protection rules and all contact details are shown at the end of this document.

### Information we gather

Peter Crichton and Sudbury Pigs gather certain personal data about you to allow us to correspond with you either on a professional or property lettings basis or to keep you informed about pig marketing, auctions, equipment for sale, professional advice, news and events. The data we collect from you may include:-

1. Your name
2. Your business name
3. Postal address/region
4. E-mail address
5. Phone number
6. Profession
7. All relevant financial information
8. Identification confirmation

We only hold your personal data to keep you informed of Peter Crichton related information and professional advice. We do not pass your details on to any third party, unless required to do so to enable us to act for you on a professional or property lettings basis, or if required to do so in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

## Website

Our website is purely an information platform and does not allow access to any personal information to be shared.

## How we may use your information

We require your consent to process your personal information. This means you have real choice and control over how we use your data. For example, we will rely on your consent to keep you informed about Peter Crichton's auctions, equipment for sale, professional advice, news and events.

We may use your information for a number of purposes including the following:-

1. Compliance with legal, regulatory and corporate governance obligations and good practice
2. Perform services you have requested
3. All relevant financial transactions
4. Notify you about changes to our service
5. To provide you with information about our work or our activities
6. Keep a record of your relationship with us

We may contact you by letter post or email for professional and promotional purposes if you have agreed to be contacted in this manner. By opting in to letter post or email communication from Peter Crichton and Sudbury Pigs, you grant us the right to use the postal or email address you have given us for professional and promotional purposes.

It is your choice as to whether you want to receive information about our advice. You may opt-out of our professional and promotional postal and email correspondence at any time by replying to our postal or email communication and requesting that you are removed from the database.

## Consent

You may withdraw consent or change your contact preferences at any time by contacting us at [caroline@petercrichton.co.uk](mailto:caroline@petercrichton.co.uk) or writing to us using the contact details set out at the end of this Notice

## Information Sharing and Disclosure

We may disclose your personal information to third parties if we are under a duty to disclose your personal data in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

## Keeping your records

We keep records only for as long as required in accordance with legal requirements and tax and accounting rules. You may also unsubscribe from our communications at any time and we will set this out clearly on any future communications.

## Where we may store your information

The data that we collect from you will be securely stored at registered office of Peter Crichton and Sudbury Pigs.

By submitting your personal data, you agree to this storing and processing.

Peter Crichton and Sudbury Pigs will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Notice.

## Your rights

You have the right to:

1. To keep us updated and have any inaccuracies in your data corrected. If you would like to update the details we hold about you, please contact us using the details set out at the end of this Notice.
2. Request a copy of the personal information we hold about you. To facilitate this, we require you to prove your identity with two pieces of approved identification. Please submit your request in writing to the contact details shown at the end of this Notice. We will respond within one month, of receipt of your written request and confirmed ID. Please provide as much information as possible about the nature of your contact with us to help us locate your records. This request is free of charge unless the request is manifestly unfounded or excessive.
3. Request that we delete your personal data so it is erased from our records.
4. Have the data we hold about you transferred to another organisation.

## Changes to this notice and the way we treat personal information

We may update the terms of this Privacy Notice at any time, so please do check it from time to time.

We will notify you about significant changes in the way we treat personal information by sending a Notice to the primary postal or email address you have provided to us or by placing a prominent notice on our website. By continuing to use our website you will be deemed to have accepted such changes.

## Enquiries and Complaints

Please contact us if you have any enquiries arising from this Privacy Notice. Where possible, please raise all enquires in writing.

If you are unhappy with our advice or something that we have done or failed to do, please inform us in writing. Peter Crichton or Sudbury Pigs will acknowledge receipt of all complaints and will endeavour to investigate the complaint as soon as reasonably practicable.

All complaints should be sent to:-

Peter Crichton or Sudbury Pigs

6 Northgate Avenue, Bury St Edmunds, Suffolk IP32 6BB

Tel: 01284 701304 · Fax: 01284 701165 · Mobile: 07721 094994

Email: [peter@petercrichton.co.uk](mailto:peter@petercrichton.co.uk), Website: [www.petercrichton.co.uk](http://www.petercrichton.co.uk)

You may also complain directly to the Information Commissioner's Office if you are concerned with how we are handling your personal information. Their contact details are shown below:-

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Tel: 0303 123 1113 or 01625 545745, Website: [www.ico.gov.uk](http://www.ico.gov.uk)

This Privacy Notice was last updated in May 2018.