

# Privacy

## 1. Who we are

1.1 We are Happy Mondays Coffee Co. Limited (that's who we mean by "**Happy Mondays Coffee Co.**", "**we**", "**us**" or "**our**"). We're a company registered with Companies House, company number 13259273.

1.2 We care about your privacy and are committed to processing your personal information fairly and transparently and in accordance with all applicable data protection law, including the Data Protection Act 2018 and the General Data Protection Regulation (including, from 1 January 2021, the General Data Protection Regulation as transposed into domestic UK law ) (together "**Data Protection Law**"). Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. If after reading this Privacy Notice you still have questions feel free to drop us a line by using the contact details set out in the Final section below, we will be happy to help.

## 2. What type of information is collected from you?

2.1 We collect information that you provide to us when signing up to our mailing list, making a purchase online, communicating with us, making enquiries, or visiting/using our Website. This includes your name, username, password, address, date of birth, email address, telephone number, your location, social media profile information (where you reach out via social media such as Facebook or Twitter) and content of your communications. We also collect transaction information from when you make a purchase including your payment credit card information and the products you buy.

2.2 We may also ask to collect your information via our WiFi network available in our shop. This information includes email address and name.

2.3 Other personal data can be collected automatically, for example your browsing or shopping activity. We may also log general information about your browser or device whenever you visit our Website. This information may include your computer's Internet Protocol (IP) address, your browser type and version, the pages you visit on our Website, the time and date of your visit, and the time spent on each page. Like most website operators, we collect this data to better understand how our visitors

use our services, and how we may improve your experience of our Website in future. Some of this data may be obtained automatically through the use of cookies – please refer to our Cookies Policy for more information.

2.4 In specific instances, we may need to collect additional data for the purposes explained to you at that time

### **3. Information that we receive from other people**

3.1 We work closely with third parties (including, for example sub-contractors in technical and delivery services, advertising networks, online analytics providers and search information providers) who may collect personal information from you and pass it on to us. Where this is the case, the relevant third party is responsible for notifying the details of the same to you and for obtaining the relevant consents from you (if necessary) to ensure you are happy with the ways in which your personal data will be used.

### **4. How is your information used and what is the legal basis for this use?**

4.1 We process your information for the following purposes:

4.1.1 To fulfil a contract, or take steps linked to a contract: this is relevant where you make a purchase from us or enter a competition we run. This includes:

- setting up and administering your Happy Mondays Coffee account;
- to process and fulfil any orders, subscriptions or other purchase made in-store, online and via our delivery service;
- to communicate with you about your orders, subscriptions or purchase you have made and provide customer service;
- to process your payments;
- to verify your identity;
- to process any entries that you make into competitions run by us;
- to sign up you up to our mailing list

4.1.2 As required to conduct our business and pursue our legitimate interests, in particular:

- to communicate with you about our products, services and offers that may be of interests to you and to display our advertisement to you on other platforms (e.g. on Google platforms), where we do not need your consent to do so;
- to provide products and services you have requested and for customer services purposes to respond to any comments or complaints you send us;
- to continuously improve our products and services and personalise your experience online and in our shop;
- to provide you with access to our free WiFi in our shop;
- where necessary, to notify you about changes to our services or our Website;
- to provide you access to our Website, to administer it and for internal operations;
- to keep our Website and other systems safe and secure;
- to improve your user experience, by ensuring that content is presented in the most effective manner;
- to better understand our customers, how often they come to and how long they spent in our shop, Website and use other services;
- for market research purposes – so that we can understand your needs better;
- for safety and security purposes using CCTV in our shop;
- for customer services purposes – so that we can talk and interact with you;
- to process a job application and where we have a legal right or duty to use or disclose your information (for example in relation to an investigation by a public authority or in a legal dispute).
- Enforce or apply our website terms of service and any other agreement or protect the rights, property, or safety of Happy Mondays Coffee Co., customers, employees, contractors or others.

#### 4.1.3 Where you give us your consent:

- we send you marketing communications, for example via email about relevant Happy Mondays Coffee Co. products, services and offers that we believe are of interest to you, or other products and services provided by us and our affiliates.
- we place cookies and use similar technologies to personalise your experience on our Website and offer you products and services tailored to your interests in accordance with our cookies notice and the information provided to you when those technologies are used
- on other occasions where we ask you for consent, we will use the data for the purpose which we explain at that time.

4.1.4 We also process information relating to you and your online behaviour less directly by:

- combining data you provide to us with other data (such as transaction data from our till and vouchers system) to help personalise any marketing and communications that you have consented to receive; and
- tracking your interaction with our website or digital platforms across devices, including using cookies (in accordance with our Cookie Policy) in order to provide better service to you on our website and digital platforms, to market our products and services where we have appropriate consents to do so; and to prevent fraudulent use.

4.1.5 For purposes which are required by law:

- responding to court orders, subpoenas or other legal processes with which Happy Mondays Coffee Co. is required to comply;
- for crime and fraud prevention, detection and related purposes.

4.2 In certain circumstances, some of the above grounds for processing will overlap and there will be several grounds which justify our use of your personal information.

4.3 Where we process personal data on the basis of your legitimate interests, then – as required by data protection law – we have carried out a balancing test to document our interests, to consider what the impact of the processing will be on individuals and to determine whether individuals interests outweigh our interests in the processing taking place. You can obtain more information about this balancing test by using the contact details at the end of the notice.

4.4 You aren't always required to give us your personal data, but where we need to collect or process your personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested (or fail to consent to the processing of that data, if necessary), we may not be able to perform the agreement or arrangement we have or are trying to enter into with you, or provide you with certain of our goods and services.

## **5. With whom do we share your information?**

### **5.1 Third Party Service Providers working on our behalf**

In order to make certain services available to you, we may pass your information to our third-party service providers, agents and subcontractors. These include IT, WiFi, Website hosting, delivery and marketing service providers and payment processors (for example, to process deliveries and send you your order confirmation). Happy Mondays Coffee Co. currently uses Wix.com to send out marketing and transactional messaging.

## **5.2 Third Party Providers we work with**

Happy Mondays Coffee Co. works closely with our third party suppliers to bring you high quality services and products. When you send us feedback or comment on any of our products or services we may need to share such feedback/comment with our relevant supplier(s).

## **5.3 Sharing to comply with legal obligations**

We may use the information that you provide to us if we are under a duty to disclose or share your information in order to (a) comply with (and/or where we believe we are under a duty to comply with) any legal obligation; (b) enforce or apply our website terms of service and any other agreement; or (c) protect the rights, property, or safety of Happy Mondays Coffee Co., customers, employees, contractors or others. This includes exchanging information with other companies and other organisations for the purposes of fraud protection and prevention, or where we have to carry out an internal investigation.

# **6. Your Rights**

6.1 We will usually inform you (before collecting your information) if we intend to use your information for marketing or research purposes or if we intend to disclose your information to any third party for such purposes. Wherever we rely on your consent, you will always be able to withdraw that consent, although we may have other legal grounds for processing your data for other purposes. In some cases, we are able to send you direct marketing without your consent, where we rely on our legitimate interests. You have an absolute right to opt-out of direct marketing, including profiling we carry out for direct marketing, at any time. You can do this by following the instructions to unsubscribe in the relevant marketing communication, by changing your marketing preferences through our preference centre or by contacting us via the details set out in section 11 below. Please note that cancelling a service you have

with us does not constitute a withdrawal of your consent to receive our marketing. Please follow the instructions above to unsubscribe.

6.2 It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes or if you become aware that any personal data that we hold about you is not accurate. You have the right to see the information we hold about you and to ask us to: (a) make changes to ensure that any information we hold about you is accurate and up to date; (b) erase or stop processing any information we hold about you where there is no longer a legal ground for us to hold it; or (c) in some cases, transfer any information we hold about you to a specified third party. In addition, you can object to the processing of your personal data in some circumstances (in particular, where we don't have to process the data to meet a contractual or other legal requirement).

6.3 These rights may be limited, for example if fulfilling your request would reveal personal data about another person, or if you ask us to delete information which we are required by law or have compelling legitimate interests to keep. Should you have any queries or complaints in relation to how we use your information, please contact us via the details set out at section 11 below. Should you wish to take any complaints or queries further, you have the right to contact your local data protection regulator (which, in the UK, is the Information Commissioner's Office) regarding such issues.

## **7. How long do we retain your information?**

7.1 Where we process registration data, we do this for as long as you are an active user of our sites and for 6 years after this.

7.2 Where we process personal data for marketing purposes or with your consent, we process the data until you ask us to stop and for a short period after this (to allow us to implement your requests). We also keep a record of the fact that you have asked us not to send you direct marketing or to process your data indefinitely so that we can respect your request in future.

7.3 Where we process personal data in connection with performing a contract , subscription or for a competition, we keep the data for 6 years from your last interaction with us.

## **8. Links to other websites**

8.1 Our Website may contain links to other websites run by other organisations (for example, we use social media sites such as Facebook, Instagram and twitter). Happy Mondays Coffee Co's privacy notice applies only to our Website and company, so we encourage you to read the privacy notices on the other websites you visit. We cannot be responsible for the privacy notices and practices of other sites even if you access them using links from our website.

## **9. Cookies**

Our website uses cookies in order to make your experience as enjoyable. For much more detail and information on how to manage your cookie settings please refer to our cookie policy.

## **FINALLY**

If you have any questions feel free to email [info@HappyMondaysCoffee.co.uk](mailto:info@HappyMondaysCoffee.co.uk). This is also an ideal place to send us feedback and comments