



BRETFORTON COMMUNITY SHOP

Bretforton Community Shop Ltd (BretShop)

Bretforton Community Shop Ltd (“we” or “the Society”) is registered with the Financial Conduct Authority under the Co-operative and Community Benefit Societies Act 2014, Reg No. 32135R and our registered address is 39 New St, Bretforton, Evesham, WR11 7JE.

What personal data does BretShop hold?

We collect *personal data* from the Members (shareholders) of the Society, non-Members (individuals who have expressed an interest in the activities of the Society) and volunteers (Members or non-Members who help the Society to achieve its aims).

The *personal data* we hold consists of names and contact details (including postal address, phone numbers and email address). For Members, the *personal data* we hold also includes details of shareholdings.

If we change the extent of the *personal data* we hold, we will inform you.

Why does BretShop hold this personal data?

We hold this *personal data* so that we can communicate information about the aims and activities of the Society to interested parties.

Additionally, for Members, we hold information about the number of shares held and their value, so we can properly administer our register of Members, inform Members about Society meetings and other Society business.

How has the Society acquired this personal data?

You, Members and non-Members, have provided your *personal data* on Share Application forms and/or by expressions of interest in the aims and activities of the Society. We have not acquired *personal data* from any third-party source.

How do we use personal data?

We use *personal data* to:

- Administer the Society and its Membership
- Produce accounts and records
- Generate mailshots (physical and electronic) informing you of the Society’s activities
- Produce formal communications to our Members
- Communicate with our volunteers

We analyse the *personal data* we hold based on:

- Location (village, city, region, country) of the individual
- Financial investment by Members in the Society, by way of shares
- Specific interests expressed by individuals (potential future use)

to target our communications appropriately to Members and non-Members, and to report our activities effectively to our Members.

We do not use any automated methods for analysing *personal data* for decision making or profiling.

How long do we keep personal data?

For non-Members, we keep your *personal data* until you opt out from receiving our communications.

For Members (shareholders), we keep your *personal data* during your membership of the Society. If you withdraw your shares (subject to the Rules of the Society) and thus end your membership, we will retain your *personal data* relating to your past shareholding to the extent that we are required to do so by the relevant authorities.

Who has access to and/or processes the personal data?

The *personal data* is accessed and processed only by selected committee members of Bretforton Community Shop Ltd (e.g. Chair, Treasurer, nominated members and Secretary). No other person has access to the *personal data* held by us.

We will not share *personal data* with any third party without first obtaining your express permission which will be recorded in writing or by email.

Legitimate interest and withdrawal of consent

It is in the legitimate interests of the Society to collect and process the *personal data* of Members and non-Members, as described in this Notice: both our Members and non-Members have provided *personal data* in the form of contact information in the expectation that we will communicate with them about the plans and activities of the Society. Our Members have provided additional *personal data* because it is needed for the Society to maintain the required level of information about its shareholders, as described above. As the extent of the *personal data* we hold is very limited, there is minimal potential impact on your privacy.

If you are a non-Member and buy shares in the Society (i.e. become a Member), you will have to provide certain additional *personal data* so that we can properly administer the Society's Register of Shareholders.

In all communications, we will provide a simple mechanism for you to opt-out of future communications (except where the communication is a requirement of your Membership of the Society).

Can I see my personal data?

Yes, on request, we will send you a copy of your *personal data* that we hold. We will not make a charge for this service except where it is excessively requested.

Security of personal data

We protect your *personal data* that we hold against loss or unauthorised access through use of backup and secure passwords.

Your right to complain

You have a right to complain about our collection, retention or processing of your *personal data*. If you wish to complain, we ask that you first do so to the Secretary of the Society so that we may try to resolve your complaint within the Society. Please email the Secretary at finance@bretshop.org.

Should you so wish, you may always complain to the supervisory body for data protection in the UK which is the Information Commissioners Office (ICO). See: <https://ico.org.uk/concerns/>