



Privacy Policy

Farley Estate is committed to handling your Personal Information in a responsible manner, and provide the appropriate safeguards. Farley Estate follows the guiding principles of the General Data Protection Regulations (GDPR) and the Privacy of Electronic Communications Regulations. Kate White at Farley Estate is the Data Controller as defined by the GDPR and can be contacted by email at kate@farleyfarms.co.uk and/ or telephone +44 0118 973 0047

Privacy Policy

This privacy statement discloses the privacy practices for Farley Estate. Please email us at kate@farleyfarms.co.uk if you have any questions.

Your Privacy

Farley Estate regards all customers with great value and we respect their privacy. We have a firm and continuing commitment to the privacy of personal information provided by those visiting and interacting with this web site. When personal information is collected, it is used to process your order efficiently. We will regularly update our customers of news and updates which we consider valuable to them.

We recognise the importance of protecting your privacy and our policy is designed to assist you in understanding how we collect, use and safeguard the personal information you provide to us and to assist you in making informed decisions when using our site. This policy will be continuously assessed against new technologies, business practices and our customers' needs.

Security of your personal information

If you purchase any goods or service via Farley Estate your personal information is completely secure as we use the industry standard security protocol Secure Sockets Layer (SSL) to encode sensitive information like your credit card number that passes between you and Farley Estate. Our payment gateway uses the latest 128-bit encryption technology in all areas of the site which require you to provide your personal or account information. This means that the credit card information you send is encrypted by your computer, and then decrypted again on our side, preventing others from accessing your private information in between.

You can email us at kate@farleyfarms.co.uk if you have any questions regarding the security.

What Information Do We Collect?

1. Personal Information You Choose to Provide

Registration Information

When you register for any of our products, services or newsletters you will provide us information about yourself.

Credit Card Information

Credit card information is not on Farley Estate. When you purchase any good or services on our website credit card information is processed through our secure payment gateway .

Email Information

If you choose to correspond with us through email, we may retain the content of your email messages together with your email address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone.

2. Web Site Use Information

Similar to other commercial web sites, our web site utilises a standard technology called “cookies” (see explanation below, “What Are Cookies?”) and web server log files to collect information about how our web site is used. Information gathered through cookies and web server logs may include the date and time of visits, the pages viewed, time spent at our web site, and the web sites visited just before and just after our web site.

How Do We Use the Information That You Provide to Us?

Broadly speaking, we use personal information for purposes of administering our business activities, providing the products and services you requested, to process your payment, to monitor the use of the service, our marketing and promotional efforts and improve our content and service offerings, and customise our site’s content, layout, services and for other lawful purposes. These uses improve our site and better tailor it to meet your needs.

Occasionally, we may also use the information we collect to notify you about important changes to our website, new services, and special offers we think you will find valuable. You may notify us at any time if you do not wish to receive these offers by emailing us at the link provided on the newsletter or choosing to unsubscribe from messages.

What Are Cookies?

A cookie is a very small text document, which often includes an anonymous unique identifier. When you visit a web site, that site’s computer asks your computer for permission to store this file in a part of your hard drive specifically designated for cookies. Each web site can send its own cookie to your browser if your browser’s preferences allow it, but (to protect your privacy) your browser only permits a web site to access the cookies it has already sent to you, not the cookies sent to you by other sites. Browsers are usually set to accept cookies. However, if you would prefer not to receive cookies, you may alter the configuration of your browser to refuse cookies. If you choose to have your browser refuse cookies, it is possible that some areas of our site will not function as effectively when viewed by the users. A cookie cannot retrieve any other data from your hard drive or pass on computer viruses.

How Do We Use Information We Collect from Cookies?

As you visit and browse our Web site, the site uses cookies to differentiate you from other users. In some cases, we also use cookies to prevent you from having to log in more than is necessary for security. Cookies, in conjunction with our web server’s log files, allow us to calculate the aggregate number of people visiting our web site and which parts of the site are most popular. This helps us gather feedback to constantly improve our web site and better serve our clients. Cookies do not allow us to gather any personal information about you and we do not intentionally store any personal information that your browser provided to us in your cookies.

IP Addresses

IP addresses are used by your computer every time you are connected to the Internet. Your IP

address is a number that is used by computers on the network to identify your computer. IP addresses are automatically collected by our web server as part of demographic and profile data known as traffic data so that data (such as the Web pages you request) can be sent to you.

Sharing and Selling Information

We will not give, sell, rent, or loan any personally identifiable information to any third party, unless we are legally required to do so or you authorise us to do so.

How Can You Access and Correct Your Information?

You may request access to all your personally identifiable information that we collect online and maintain in our database by emailing us at the usual address.

What about Legally Compelled Disclosure of Information?

We may disclose information when legally compelled to do so, in other words, when we, in good faith, believe that the law requires it or for the protection of our legal rights. We may also disclose account information when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be violating our Terms and Conditions or to protect the safety of our users and the Public.

What about Other Web Sites Linked to Our Web Site?

We are not responsible for the practices employed by web sites linked to or from our web site or the information or content contained therein. Often links to other Web sites are provided solely as pointers to information on topics that may be useful to the users of our Web site.

Please remember that when you use a link to go from our Website to another web site, our Privacy Policy is no longer in effect. You're browsing and interaction on any other web site, including web sites, which have a link on our Website, is subject to that Web site's own rules and policies. Please read over those rules and policies before proceeding.

Your Consent

By using our Web site you consent to our collection and use of your personal information as described in this Privacy Policy. We reserve the right to amend this privacy policy at any time with or without notice.

Choice/Opt-In/Opt-Out

Farley Estate allows visitors to unsubscribe so that they will not receive future messages. After unsubscribing, we will discontinue sending the particular messages as soon as technically feasible.

Contacting the website

If you have any questions about this privacy statement, the practices of this site, or your dealings with this Web site, you can contact us at:

Kate White

kate@farleyfarms.co.uk

Tel 0118 973 0047