



PRIVACY POLICY

VIVOTASTECATERING.COM CUSTOMER PRIVACY POLICY

Vivo Taste Ltd is a company registered in England and Wales, is hereby referred to as "Vivo", "we" or "us" in this policy).

OVERVIEW

Maintaining the security of your data is a priority at Vivo, and we are committed to respecting your privacy rights. We pledge to handle your data fairly and legally at all times. Vivo is also dedicated to being transparent about what data we collect about you and how we use it.

This policy, which applies whether you visit our store, use your mobile device or go on line, provides you with information about:

- how we use your data;
- what personal data we collect;
- how we ensure your privacy is maintained; and
- your legal rights relating to your personal data.

Vivo (and trusted partners acting on our behalf) uses your personal data:

- to provide goods and services to you;
- to manage any registered account(s) that you hold with us;
- to verify your identity;
- for crime and fraud prevention, detection and related purposes;
- with your agreement, to contact you electronically about promotional offers and products and services which we think may interest you;

- for market research purposes - to better understand your needs;
- to enable Vivo to manage customer service interactions with you; 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).

Sharing data with third parties

Our service providers and suppliers

In order to make certain services available to you, we may need to share your personal data with some of our service partners. These include IT, delivery and marketing service providers.

Vivo only allows its service providers to handle your personal data when we have confirmed that they apply appropriate data protection and security controls. We also impose contractual obligations on service providers relating to data protection and security, which mean they can only use your data to provide services to M&S and to you, and for no other purposes.

Other third parties

Aside from our service providers, Vivo will not disclose your personal data to any third party, except as set out below. We will never sell or rent our customer data to other organisations for marketing purposes.

We may share your data with:

- our carefully selected partners who provide 'Vivo branded products and services (for example food suppliers), if we have your consent to do so;
- credit reference agencies where necessary for card payments;
- governmental bodies, regulators, law enforcement agencies, courts/tribunals and insurers where we are required to do so: -
- to comply with our legal obligations;
- to exercise our legal rights (for example in court cases);
- for the prevention, detection, investigation of crime or prosecution of offenders; and
- for the protection of our employees and customers.

WHAT PERSONAL DATA DO WE COLLECT?

Vivo may collect the following information about you:

- your name, age/date of birth and gender;

- your contact details: postal address including billing and delivery addresses, telephone numbers (including mobile numbers) and e-mail address;
- purchases and orders made by you;
- your on-line browsing activities on Vivo website;
- your password(s);
- when you make a purchase or place an order with us, your payment card details;
- your communication and marketing preferences;
- your location;
- your correspondence and communications with Vivo; and
- other publicly available personal data, including any which you have shared via a public platform (such as a Twitter feed or public Facebook page).

Our website are not intended for children and we do not knowingly collect data relating to children.

This list is not exhaustive and, in specific instances, we may need to collect additional data for the purposes set out in this Policy. Some of the above personal data is collected directly, for example when you set up an on-line account on our website, or send an email to our customer services team. Other personal data is collected indirectly, for example your browsing or shopping activity. We may also collect personal data from third parties who have your consent to pass your details to us, or from publicly available sources.

HOW WE PROTECT YOUR DATA

Our controls

Vivo is committed to keeping your personal data safe and secure.

Our security measures include: -

- encryption of data;
- regular cyber security assessments of all service providers who may handle your personal data;
- regular scenario planning and crisis management exercises to ensure we are ready to respond to cyber security attacks and data security incidents;
- penetration testing of systems;

- security controls which protect Vivo IT infrastructure from external attack and unauthorised access; and
- internal policies setting out our data security approach and training for employees.

WHAT YOU CAN DO TO HELP PROTECT YOUR DATA

Vivo will never ask you to confirm any bank account or credit card details via email. If you receive an email claiming to be from Vivo asking you to do so, please ignore it and do not respond.

If you are using a computing device in a public location, we recommend that you always log out and close the website browser when you complete an online session.

In addition, we recommend that you take the following security measures to enhance your online safety both in relation to Vivo and more generally: -

- keep your account passwords private. Remember, anybody who knows your password may access your account.
- when creating a password, use at least 8 characters. A combination of letters and numbers is best. Do not use dictionary words, your name, email address, or other personal data that can be easily obtained. We also recommend that you frequently change your password. You can do this accessing your account, clicking 'your details', go to Login Details and selecting 'update password'.
- avoid using the same password for multiple online accounts.

YOUR RIGHTS

You have the following rights:

- the right to ask what personal data that we hold about you at any time, subject to a fee specified by law (currently £10);
- the right to ask us to update and correct any out-of-date or incorrect personal data that we hold about you free of charge; and
- (as set out above) the right to opt out of any marketing communications that we may send you.

If you wish to exercise any of the above rights, please contact us using the contact details set out on our website.

LEGAL BASIS FOR USING DATA

We are required to set out the legal basis for our 'processing' of personal data.

General

Vivo collects and uses customers' personal data because it is necessary for:

- the pursuit of our legitimate interests (as set out below);
- the purposes of complying with our duties and exercising our rights under a contract for the sale of goods to a customer; or
- complying with our legal obligations.

In general, we only rely on consent as a legal basis for processing in relation to sending direct marketing communications to customers via email or text message.

Customers **have the right to withdraw consent at any time**. Where consent is the only legal basis for processing, we will cease to process data after consent is withdrawn.

Our legitimate interests

The normal legal basis for processing customer data, is that it is necessary for the legitimate interests of Vivo, including:-

- selling and supplying goods and services to our customers;
- protecting customers, employees and other individuals and maintaining their safety, health and welfare;
- promoting, marketing and advertising our products and services;
- sending promotional communications which are relevant and tailored to individual customers (including administering the Sparks loyalty scheme);
- understanding our customers' behaviour, activities, preferences, and needs;
- improving existing products and services and developing new products and services;
- complying with our legal and regulatory obligations;
- preventing, investigating and detecting crime, fraud or anti-social behaviour and prosecuting offenders, including working with law enforcement agencies;
- handling customer contacts, queries, complaints or disputes;
- managing insurance claims by customers;

- protecting Vivo, its employees and customers, by taking appropriate legal action against third parties who have committed criminal acts or are in breach of legal obligations to Vivo;
- effectively handling any legal claims or regulatory enforcement actions taken against Vivo; and
- fulfilling our duties to our customers, colleagues, shareholders and other stakeholders.

COOKIES

Our websites use cookies to collect information. This includes information about browsing and purchasing behaviour by people who access our websites. This includes information about pages viewed, products purchased and the customer journey around our websites. Detailed information is set out in our Cookie Policy.

CONTACT INFORMATION

If you have any questions about how Vivo uses your personal data that are not answered here, or if you want to exercise your rights regarding your personal data, please contact us by any of the following means:

- phone us on: 020 424 5992;
- e-mail us at: [**angel@vivotaste.com**](mailto:angel@vivotaste.com)

You have the right to lodge a complaint with the Information Commissioner's Office. Further information, including contact details, is available at [**https://ico.org.uk**](https://ico.org.uk).