

## Privacy Policy T&C

### Who are we?

This website - [www.ab-neo.com](http://www.ab-neo.com) - (the "Website") is owned and operated by AB Agri Ltd, part of the Associated British Foods plc group of companies (registered in England and Wales under company number 00193800) (called in this notice "we", "our" or "us").

### Purpose of this notice

This privacy notice tells you about the information we collect about you when you visit our website or otherwise provide us with information.

It also tells you how you can exercise Your Rights (including the right to object to some of the data handling we carry out).

### What personal data do we collect?

Site traffic data and information about your computer

### How do we use this data?

When you browse our website, we use cookies to collect:

- Information about your use of our website - we collect standard internet log information and details of visitor behaviour patterns.
  - We use this information to record visitor numbers, their use of different areas of the Website and any useful features or links. We do not use this information in any way that would identify you personally.
  - We use a third party, Google Analytics, and Hotjar to collect this information but it is only processed in a way which does not identify anyone. We do not make, and do not allow third parties to make, any attempt to find out the identities of those visiting our website.
- Information about your computer; this includes your IP address, Country code, operating system, and browser type.
  - We use this information to help maintain the security of our website and to identify trends so that we can improve its performance.
  - We also use this information to customise the Website according to your interests and to ensure the Website's content is presented as effectively as possible for you and to enable you to participate in interactive features of the Website when you choose to do so.
  - We do not use this information in any way that would identify you personally.
- Information about your preferences for online advertising purposes - where you have consented to marketing or advertising cookies or similar technologies using our cookies tool, we use this information to record your preferences and to personalize our advertisements to you directly and through our advertising partners.
  - The personalization of ads may be based on information we have collected as set out in this section, that you agree to provide us, under our Direct Marketing or based on other information attributed to you by our Ad Partners - such as your interests, age, gender, or similar demographics inferred from your internet browsing.



- We refer to this information as 'Event Data' where we use Facebook or Instagram marketing, this type of personal data is jointly controlled by us and our Ad Partner (Meta Ireland Limited) as we use this information jointly to provide you with tailored advertising. For the purposes of exercising your data subjects' rights in relation to Event Data, our Ad Partner will be your primary contact. For contact details and further information about how our Ad Partners use your data, please see Facebook Policy, and ensure you are happy with how your information is used by those sites. If you are a logged-in user, you can adjust your privacy controls with the Ad Partner directly.

Data we collect using non-essential cookies or similar technologies is used on the basis of your consent. Any other information that we collect about your use of our website is used on the basis that this is for the purpose of our legitimate interests in maintaining and managing our Website and ensuring its security.

For more information about how we use cookies on our website, see our Cookies Policy Cookies.

#### **How long do we keep this information for?**

We will only keep information about your visit to our website for as long as is necessary for the purposes we've mentioned. Typically, we delete user browsing information every 26th month. See our Cookies Policy for further information.

#### **Who do we share this information with?**

We share information about visitors to our website with service providers who help us administer and manage the Website. In this case Superego A/S Advertising Agency.

We also share information about your use of our website with advertising networks, although you cannot be personally identified from this information. This includes Facebook.

#### **Where do we transfer this information to?**

Information we collect about your use of our website is stored within, and not transferred outside of, the European Economic Area.

#### **Information you send us**

##### **How do we use this data?**

You do not have to supply us directly with any information when you use our website. If you choose to use our 'contact us' or 'downloading sales sheets etc.' feature or otherwise get in touch with us, we will use the information you send us for the purpose of responding to your enquiry. When we use your personal data for this purpose, we do so for our legitimate business interest in communicating with you in accordance with your wishes and expectations. We will also use this data for the purpose of our legitimate interests in accessing appropriate professional advice and in order to ensure we comply with legal obligations to which our business is subject.

For more information about how we use information you send us for recruitment purposes see our section on recruitment.



### **How long do we keep this information for?**

We will only keep your information for as long as is necessary in order to manage your query. We usually keep records of routine queries for 6 months but in some cases (for example where the query relates to a contract between us, or where we need to obtain legal advice in order to respond to a complaint) we may need to retain a record of our communications for up to 6 years.

### **Who do we share this information with?**

We will share your data with our service providers and our professional advisers if this is necessary in order to resolve a query or complaint.

Otherwise, we will not share your information with any third party unless:

- we have your permission;
- we are required to do so by law;
- this is necessary so that we can enforce our terms of use, rights or property or the rights or property of any third party; or
- this is necessary in connection with the sale of our business or its assets (in which case your details will be disclosed to our advisers and any prospective purchaser's advisers and will be passed to the new owners).

### **Where do we transfer this information to?**

Information you send us via our website is held by our service provider(s) on secure servers located outside the UK. We protect your privacy by using service providers within, the European Economic Area (EEA) whose data protection laws are deemed to provide adequate protection. If you require further information about these safeguards, please contact AB Neo's Marketing Department at [ask@ab-neo.com](mailto:ask@ab-neo.com)

## **Recruitment**

### **How do we use this data?**

If you use our website to send us your CV or other information in support of an enquiry about recruitment, we will use your information to respond to your query and consider your suitability for any available position.

When we use your personal data in this way, we do so for the purpose of our legitimate interests in managing our recruitment. Where necessary, we will also use this data for the purpose of our legitimate interests in accessing appropriate professional advice and in order to ensure we comply with legal obligations to which our business is subject.

### **How long do we keep this information for?**

We usually retain information supplied by job applicants for no longer than 12 months following a relevant recruitment decision. If your application is unsuccessful, we may decide to retain your details for longer if we think you may be suitable for another position that may arise within the ABF group in the future. If we do this, we will let you know about this so that you can opt out if you want to.



### **Who do we share this information with?**

Where necessary so that we can manage our recruitment process, we will share your information with our service providers and professional advisers.

Otherwise, we will not share your information with any third party unless:

- we have your permission (for example in order to share your details with another group company for their recruitment purposes);
- we are required to do so by law;
- this is necessary so that we can enforce our terms of use, rights or property or the rights or property of any third party; or
- this is necessary in connection with the sale of our business or its assets (in which case your details will be disclosed to our advisers and any prospective purchaser's advisers and will be passed to the new owners).

### **Where do we transfer this information to?**

Any information you send us via our website in support of an employment application is stored within, and not transferred outside of, the European Economic Area.

### **Information you give us when you sign up for our newsletter, downloading datasheets, sales sheets, brochures, and other email required information from our website.**

#### **How do we use this data?**

You do not have to supply us directly with your personal data when you use our website. However, some communications, services and facilities can only be provided if you supply us with relevant details. For example, if you sign up for our newsletter, downloading datasheets, sales sheets, brochures, and other email required information from our website you will be asked to provide us with your contact details. If we ask you to supply us with information that is not strictly necessary in order for us to provide you with the communication, service or facility you are interested in, we will make this clear. This might be because it's useful to us in helping us learn more about our customers or enhance our products and services.

If you do sign up for our newsletter, downloading datasheets, sales sheets, brochures, and other email required information from our website we will use the personal data you provide:

- to provide you with newsletters and other promotional information that you request from us;
- to provide you with specific information about our products and services where you request this;
- to improve our understanding of the needs and interests of our customers and contacts;

When we use your personal data for these purposes, we do so for our legitimate business interests in developing and promoting our goods and services and communicating with you in accordance with your wishes and expectations. You can object to our use of your data for these purposes at any time. For further information about the way we use your data for direct marketing purposes see our direct marketing section.



We will also use this data for the purpose of our legitimate interests in accessing appropriate professional advice and in order to ensure we comply with legal obligations to which our business is subject.

### **How long do we keep this information for?**

Information we hold for direct marketing purposes so that we can send you newsletters and other promotional material is held by us for as long as you continue to be interested in receiving our marketing communications. However, you can tell us to stop using your details for marketing purposes at any time by unsubscribing or contacting AB Neo's Marketing Department at [ask@ab-neo.com](mailto:ask@ab-neo.com)

Who do we share this information with?

We share this data where necessary with our suppliers, service providers and professional advisers.

Otherwise, we will not share your information with any third party unless:

- we have your permission;
- we are required to do so by law;
- this is necessary so that we can enforce our terms of use, rights or property or the rights or property of any third party; or
- this is necessary in connection with the sale of our business or its assets (in which case your details will be disclosed to our advisers and any prospective purchaser's advisers and will be passed to the new owners).

### **Where do we transfer this information to?**

Information we collect when you sign up for our newsletter, downloading datasheets, sales sheets, brochures, and other email required information from our website is stored within, and not transferred outside of, the European Economic Area.

## **Direct Marketing**

### **How do we use this data?**

We will use contact details you give us to deliver promotional information that you request or that we feel may interest you. We will also use this information to gain insights into the needs and interests of our customer base and to evaluate the effectiveness of our marketing activities.

We will only contact you for marketing purposes by email and/or SMS if you have consented to this.

When we use your data for our direct marketing purposes, we do so for our legitimate interests in promoting our business and the goods and services we offer.

### **How long do we keep this information for?**

We keep information for direct marketing purposes for as long as you continue to be interested in receiving our marketing communications. We use tracking technology to help us



monitor the effectiveness of our e-marketing and delete contacts from our e-marketing database after 2 years of recipient inactivity.

You can tell us to stop using your details for marketing purposes by contacting AB Neo's Marketing Department at [ask@ab-neo.com](mailto:ask@ab-neo.com) and can opt out of email marketing at any time by using our unsubscribe feature.

### **Who do we share this information with?**

Where necessary we share this data with our suppliers and service providers.

Otherwise, we will not share your information with any third party unless:

- we have your permission;
- we are required to do so by law;
- this is necessary so that we can enforce our terms of use, rights or property or the rights or property of any third party; or
- this is necessary in connection with the sale of our business or its assets (in which case your details will be disclosed to our advisers and any prospective purchaser's advisers and will be passed to the new owners).

### **Where do we transfer this information to?**

Information we hold for direct marketing purposes is stored within, and not transferred outside of, the European Economic Area.

### **Your Rights**

You can ask us at any time to provide you with a copy of your personal data. In relation to personal data you have supplied to us, and which is held by us for the purpose of entering into a contract between us or on the basis of your consent, you are entitled to ask us for a copy of this information in a structured, commonly used and machine readable format so that you can reuse it or share it with other organisations.

If you think the personal data, we hold about you is inaccurate or incomplete, you can ask us to correct it or complete it.

In some circumstances you also have the right to object to our processing of your data and can ask us to restrict our use of your data and to delete it.

There are some exceptions to these rights, however. For example, it will not be possible for us to delete your data if we are required by law to keep it or if we hold it in connection with a contract with you. Similarly, access to your data may be refused if making the information available would reveal personal information about another person or if we are legally prevented from disclosing such information.

If you wish to exercise any of these rights, you should contact AB Neo's Marketing Department at [ask@ab-neo.com](mailto:ask@ab-neo.com)



## **Contacting us and your rights of complaint**

Questions, comments, or requests concerning this privacy notice are welcomed and should be addressed to AB Neo's Marketing Department at [ask@ab-neo.com](mailto:ask@ab-neo.com)

If you have a concern about the way, we handle your personal data you have the right to complain to the Information Commissioner (ICO). You can find details of how to do this on the ICO website at <https://ico.org.uk/concerns/> or by calling their helpline on 0303 123 1113.

*This privacy notice was last updated on 01/06/2023.*

