

# The Blue Bicycle

## *Privacy Policy*

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We respect your privacy and are committed to protecting your personal data. This privacy notice provides information on how The Blue Bicycle, a trading name of PMCD Catering Limited (referred to in this notice as “The Blue Bicycle“, “we” or “us”), collects and uses personal data relating to users (referred to in this notice as “you“) of The Blue Bicycle website, thebluebicycle.co.uk and related services (together referred to in this policy as the “Services“).

### ABOUT US

PMCD Catering Limited, trading as The Blue Bicycle is a company registered in England and Wales with company number 11648478

The Blue Bicycle acts as the data controller for the purposes of the Data Protection Act 1998 & 2018 and the EU General Data Protection Regulation (“GDPR“) regarding the use of your personal data as described in this privacy notice.

### WHAT WE COLLECT

We may collect the following personal and non-personal information from you when you contact us or use our Services:

- identity and contact information such as
  - Name
  - Email address
  - Telephone number
  - Delivery address

### WHAT WE DO WITH IT

Our use of your personal data will always be to provide a service you have subscribed to or other legal obligations. We do not use your data for marketing in any way.

### STORAGE OF PERSONAL DATA

Your personal data is stored in electronic and physical records, which are maintained by PMCD Catering Limited and/or our service providers. PMCD Catering Limited t/a The Blue Bicycle is a UK company and aims to use UK based datacentres for their services, however, providers may be owned by companies that are from outside of the EU and/or have services outside of the EU.

By submitting your personal data, you agree that we may transfer, store or process your personal data. We will take all steps reasonably necessary to ensure that your personal data is treated securely and in accordance with this privacy notice.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your personal data transmitted to our website and any transmission is therefore at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

# The Blue Bicycle

We will retain your personal data for as long as you are a user of our services. You may request that your personal data is deleted at any time by contacting us using the contact details in paragraph 9 below.

## YOUR RIGHTS

Under GDPR, you have a number of rights in relation to your personal data:

- The right to be informed about our collection and use of your personal data
- The right to access the personal data we hold about you
- the right to correct any inaccurate or incomplete personal data we hold about you
- the right to erasure of your personal data
- the right to have your personal data transferred to you or a third party in a common format (data portability)
- the right to object to direct marketing
- the right to object to our use of your data for particular purposes
- the right to restrict the processing of your personal data.

We will inform you (before collecting your personal data) if we intend to use your personal data for marketing purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the platforms which we, or our partners, use to collect your personal data. You can exercise these rights at any time by contacting us using the contact details in paragraph 7 below.

If you wish to make a complaint about our collection or use of your personal data, please contact us using the contact details in section 7 below and we will seek to resolve your complaint. If we are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office (ICO).

Please visit the ICO website <http://ico.org.uk> for further information about your rights and if you wish to lodge a complaint.

## QUESTIONS

If you have any queries in relation to the processing of your personal data by The Blue Bicycle, please contact us on the following contact details:

PMcD Catering Limited: 28 Sutton Avenue, Neston, CH64 0TQ

The Blue Bicycle, 10 The Cross, Neston, CH64 9UB

[ann@pmcdcatering.co.uk](mailto:ann@pmcdcatering.co.uk)