



## Lakeland Dairies Co-operative Society Limited / Lakeland Agri Limited

### Privacy Notice

This Privacy Notice is issued by Lakeland Dairies Co-op Society Ltd of Killeshandra, Co Cavan and Lakeland Agri Limited of Lough Egish, Co. Monaghan (the “**Company**”, “**we**”, “**us**”, “**our**”).

We take our responsibilities under applicable data protection law, including the General Data Protection Regulation and implementing legislation such as the Irish Data Protection Act 2018 (“**Data Protection Law**”) very seriously.

The purpose of this notice is to inform you of the data relating to you that we may collect and use and the uses (including disclosures to third parties) we may make of such data. This Privacy Notice is addressed to three categories of individuals:

1. Customers of Lakeland Agri Limited

#### Personal Data that we Collect and Process

We may collect and process data relating to you during the course of our relationship with you. Such data may include:

Where you are a **Customer** of Lakeland Dairies Co-operative Society Ltd/ Lakeland Agri Ltd:

- *your name and personal contact details, including your address, phone number and email address;*
- *your date of birth;*
- *your bank account details, including your account number and sort code/credit card details;*
- *information which you enter in any of our application forms which you complete for the purpose of entering into a contract with us;*
- *personal data relating to you in connection with our ongoing relationship with you, such as via correspondence and calls with you and based on the services which we are providing to you; and*
- *any other personal information you have provided directly to us.]*

#### Purposes of Processing and Legal Basis

We, and third party service providers acting on our behalf, will use personal data relating to you for various purposes.

Where you are a **Customer** of Lakeland Dairies Cooperative Society Ltd / Lakeland Agri Ltd, these purposes may include:

- *for the administration of your customer account;*
- *to deal with any queries you may have;*
- *for billing purposes;*



- *subject to any marketing preferences that you indicate to us, for marketing purposes in order to inform you of products and services which may be of interest to you; or*
- *for the performance of our customer agreement with you.*

The legal bases on which we collect, process and transfer your personal data are:

- *that this is necessary for the performance of our customer contract with you;*
- *that this is necessary for compliance with a legal obligation that applies to us; and*
- *that this is necessary for the purposes of our legitimate interests or the legitimate interests of a third party to whom we provide your personal data. We will not process your personal data for these purposes if our or the third party's legitimate interests should be overridden by your own interests, rights and freedoms. The legitimate interests for which we process your personal data include our legitimate interests in:*
  - *conducting our business in a responsible and commercially prudent manner;*
  - *preventing, investigating or detecting theft, fraud or other criminal activity; and*
  - *pursuing our corporate and social responsibility objectives.*

### **Recipients of Data**

We may disclose your personal data to third party recipients in connection with the above purposes, including:

Where you are a **Customer** of Lakeland Dairies Cooperative Society Limited / Lakeland Agri Limited:

- *to credit reference agencies in order to carry out money laundering and identify checks and comply with legal obligations;*
- *to third parties who we engage to provide services to us, such as professional advisers, auditors and outsourced service providers;*
- *to other members of our corporate group;*
- *to competent regulatory authorities and bodies as requested or required by law;*

### **Retention**

- Where you are a **Customer** of Lakeland Dairies Co-operative Society Limited or Lakeland Agri Limited we will retain your personal data for the duration of your engagement with us and for such a period of time after your contract ends as is necessary to comply with our obligations under applicable law and, if relevant, to deal with any claim or dispute that might arise in connection with your contract.

### **Transfers Abroad**

In connection with the above we will not transfer your personal data outside the European Economic Area.



### Requirement to Provide Data

Where you are a **Customer** of Lakeland Dairies Co-operative Society Limited / Lakeland Agri Limited: *Contractual obligation to provide certain personal data for the performance of the agreement*

### Your rights

You have the following rights, in certain circumstances and subject to certain restrictions, in relation to your personal data:

- the right to access your personal data;
- the right to request the rectification and/or erasure of your personal data;
- the right to restrict the use of your personal data;
- the right to object to the processing of your personal data;
- where we are processing personal data based on this being necessary for the performance of a contract with you, the right to receive your personal data, which you provided to us, in a structured, commonly used and machine-readable format or to require us to transmit that data to another controller;

In order to exercise any of the rights set out above, you can contact us at [dataprotection@lakeland.ie](mailto:dataprotection@lakeland.ie)

### Complaints

If you are not happy with the way we have used your information or addressed your rights, you have the right to make a complaint to the Data Protection Commission by emailing [info@dataprotection.ie](mailto:info@dataprotection.ie)