



PRIVACY NOTICE WEBSITE VERSION

Doc No: DP02

Charles Faram and Company Limited (data controller) collects and processes personal data relating to its customers, suppliers, third party contractors and other interested parties as part of the business operations. The organisation is committed to being transparent about how it collects and uses that data, meeting its data protection obligations regarding the processing of personal data and rules relating to the protection of the fundamental rights and freedoms of natural persons.

This Privacy Notice relates to the collection and processing of all personal data by the data controller in line with the requirements of UK GDPR.

WHO ARE WE?

We are a grower-owned hop merchant, situated in Newland, Worcestershire. We also have offices in the U.S.A, Canada & Poland.

Charles Faram provides a range of hop varieties available from stock in both Nitrogen flushed, vacuum packed leaf hops and Type 90 pellets. We have our own dedicated hop breeding programme producing new and exclusive varieties every year.

Charles Faram also offer a full range of hop products from its hop inspiration range for bittering, flavour and aroma addition.

Supplying malt, brewing aids, yeast, closures, kegs, and sensory training kits, our range of products is aimed at providing maximum diversity for all brewing needs.

THE DATA PROTECTION OFFICER CAN BE CONTACTED:

Email: dp@charlesfaram.com

Telephone: (+44) 01905 830734

COOKIES

Our website uses cookies to distinguish you from other users of our website. We use Google Analytics which helps us to provide you with a user friendly experience when you browse our website and allows us to improve it.

Most browsers allow you to refuse to accept cookies and delete them. The methods for doing so vary across browsers. Refusing or blocking cookies can have a negative impact upon the usability of the website and not all features will be available.

If you require further information on the use of cookies on our website, please contact the Data Protection Officer.

WHAT PERSONAL DATA WILL WE COLLECT?

The personal data we would like to collect from/process on you is shown below. We will tell you explicitly at the point of collection which data we require, the lawful grounds for processing and the retention time:

Personal data type	Source
Name	Data Subject or Other
Address	Data Subject or Other
Telephone number(s)	Data Subject or Other
Email address	Data Subject or Other
Job title	Data Subject or Other
Image	Data Subject
Signature on contract	Data Subject

THE PERSONAL DATA WE COLLECT WILL BE USED FOR THE FOLLOWING PURPOSES:

- Provision and maintenance of contract
- Customer contact to resolve issues
- Data sharing between operational teams to assist in meeting customer requirements
- Complaints investigation and resolution
- Performance and KPI data analysis
- Invoicing and contract financial management

OUR LEGAL BASIS FOR PROCESSING FOR THE PERSONAL DATA:

- To meet the contractual obligations entered into by you the data subject
- Purposes of legitimate interests pursued by the controller
- Processing is necessary to comply with the legal obligation of the controller
- Consent given by you, the data subject

LEGITIMATE INTERESTS

Any legitimate interests pursued by us, or third parties we use will be advised to you at the time we collect your personal data.

CONSENT

- By accepting this privacy notice, you are giving us your permission to process your personal data specifically for the purposes identified.
- Consent is required for Charles Faram and Company Limited to process personal data where there is no overarching legal reason for the processing of personal data, but it must be freely given. Where we are asking you for sensitive data we will always tell you why and how the information will be used.
- Where we are processing your personal data on the basis of consent, you may withdraw your consent at any time by following the Data Subject Rights Procedure: Withdrawal of Consent.

DISCLOSURE

- Charles Faram and Company Limited will not pass on your personal data to third parties without first obtaining your consent, unless it is a necessary part of our processing procedure and we have advised you of that need at the point of the collection of the data.

- We may pass your personal data to third parties as part of the required processing activities to fulfil contractual obligations. These third parties can be made available upon request.

RETENTION OF DATA

Charles Faram and Company Limited will process and store the personal data in accordance with the company retention period as detailed in the Retention Period Procedure.

DESTRUCTION OF DATA

At the point that the company's retention policy has determined that any personal data is to be deleted/destroyed, it is a requirement of the GDPR that removal of data is carried out securely. Charles Faram and Company Limited destroy personal data as follows:

- Physical documentation is shredded using an accredited and regulated third party.
- Electronic data is permanently deleted from the server location(s)

YOUR RIGHTS

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

- Right of access – you have the right to request a copy of the information that we hold about you in line with the Subject Access Request procedure and using the Subject Access Request Form.
- Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – where certain conditions apply, you have a right to restrict the processing.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling.
- Right to judicial review - if Charles Faram and Company Limited refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined below.

All of the above requests will be forwarded on should there be a third party involved in the processing of your data.

If you wish to exercise any of these rights, please contact the Data Protection Officer.

COMPLAINTS

If you wish to make a complaint about how your personal data is being processed by Charles Faram and Company Limited, a third party, or about how a complaint has been handled, you have the right to complain to the Data Protection Officer, or to lodge a complaint directly with the supervisory authority.

The details for these contacts are:

	Supervisory authority contact details. (Information Commissioner's Office)	Data Protection Officer contact details
Address line 1	Wycliffe House	Charles Faram and Co Ltd
Address line 2	Water Lane	The Hop Store, Monksfield Lane
Address line 3	Wilmslow	Newland
Address line 4	Cheshire	Worcestershire
Address line 5	SK9 5AF	WR13 5BB
Email	casework@ico.org.uk	dp@charlesfaram.com
Telephone	0303 123 1113	01905 830 734

Version 2 - 09/05/2025