



## PRIVACY POLICY

This Privacy Policy (the "Policy") describes how information is collected, used and shared when you (the "User") visit Packed Lunch Productions (the "Organisation") or make a purchase from our webpage (the "Site"). The Site is a domain of Squarespace (the "Provider") and the Policy is in line with Squarespace's own [Privacy Policy](#) and [Cookie Policy](#).

The Policy may be amended at any time by the Organisation and is set for at least annual review.

### PERSONAL INFORMATION WE COLLECT

When you visit the Site, the Provider automatically collects certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, the Provider collects information about the individual web pages or products that you view, what websites or search terms that referred you to the Site and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

The Provider collects Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

The Site works with the Provider for publishing and data handling purposes, including retaining details of newsletter subscriptions and the enrolment of partners and creatives who access the Site for services and employment. The Site subscribes to the Provider's [Privacy Policy](#), and information retained by the Provider, with the exception of the User's name, is not retained by the site.

Additionally, when the User makes a purchase or attempts to make a purchase through the Site, the Provider collects certain information from the User, including the User's name, billing address, shipping address, payment information, email address and phone number. We refer to this information as "Order Information." The Site uses Stripe as an affiliate financial service



provider to process online payments. Stripe is a principal acquiring member of the Visa and Mastercard networks in Europe with its own [Privacy Policy](#) to which the Site subscribes. Information used by Stripe to process User data, with the exception of the User's name, is not retained by the Site.

"Personal Information" in the Policy refers to Device Information as well as Order Information and subscription information.

The Provider collects Personal Information from the User directly and automatically with technologies like cookies.

In addition to the Site, the Organisation uses affiliate financial service providers, including iZettle for card payments processing and Xero for accounting purposes solely, including invoice processing. iZettle has a [Privacy Policy](#) and Xero has a [Privacy Policy](#) to which the Organisation also subscribes. Information used by all financial services providers to process User data, with the exception of the User's name, is not retained by the Organisation.

Exceptionally, the Organisation may request information from the User by email or telephone that is relevant and necessary for a specific project. This information is stored with the permission of the User for the duration of the project.

## HOW WE USE YOUR PERSONAL INFORMATION

Order Information is generally used to fulfill any orders placed through the Site, including processing payment information, arranging for shipping, and providing the User with invoices and/or order confirmations. Additionally, Order Information is used to:

- communicate with the User;
- screen orders for potential risk or fraud; and
- when in line with the preferences the User has shared with the Site, provide the User with information or advertising relating to our products or services.

Device Information helps the Provider screen for potential risk and fraud - in particular, the User's IP address - and to facilitate improvements and optimisations of the Site and the Provider's site and services, for example by generating analytics about how our customers browse and interact with the Site and to assess the success of marketing campaigns.

## SHARING YOUR PERSONAL INFORMATION

Your Personal Information is held with the Provider and is shared in specific, limited ways, including:



- with affiliates when it is reasonably necessary or desirable, such as to help provide services to the Site on the User's behalf or to analyse and help improve the Provider's and/or the Site's services;
- with the Site to analyse its usage and improve services;
- with the Provider's business partners where services have been integrated;
- with the Provider's service providers who perform services on their behalf, primarily in the realms of customer support, advertisement management on their sites, marketing and other communications sent on the Provider's behalf and in the assistance of data storage;
- to process payments via encrypted connections to the Provider's payment processor;
- in the event of business transfers, for instance if the Provider is involved in a reorganisation, merger, acquisition or sale of some or all of its assets, where the User's information may be transferred as part of the arrangement; and
- in adherence to the law and protecting rights and interests. The Provider discloses Personal Information if it is determined that such disclosure is reasonably necessary to comply with the law; protect their rights or others' rights, property or interests; or to prevent fraud or abuse of them, the Site or the User.

## YOUR RIGHTS

Where applicable law requires, and subject to any relevant exceptions under law, you may have the right to access, update, change or delete Personal Information.

You can access, update, change or delete Personal Information by directly contacting the Site at [hello@packedlunch.org](mailto:hello@packedlunch.org) or the Provider at [privacy@squarespace.com](mailto:privacy@squarespace.com).

The User's subscription information and preferences can be reviewed and changed by accessing the link in the footer of all email correspondence.

## DATA RETENTION

The Provider retains Personal Information for as long as the Site's account is active or for as long as needed in order to maintain the service. The Provider retains Personal Information for as long as necessary to achieve the purposes described in their [Privacy Policy](#), such as complying with legal obligations, protection in the event of disputes, to enforce their agreements and to protect their interests and others'.

The precise periods for which the Provider retains Personal Information varies depending on the nature of the information and why it is needed. Factors taken into consideration are the minimum required retention period prescribed by law or recommended as best practice, the



period during which a claim can be made with respect to an agreement or other matter, whether the Personal Information has been aggregated or pseudonymised and similarly relevant criteria.

When you place an order through the Site the Provider will maintain your Order Information for their records unless and until the User requests to delete this information. This can be done in cooperation with the Site at [hello@packedlunch.org](mailto:hello@packedlunch.org) or directly communicated to the Provider at [privacy@squarespace.com](mailto:privacy@squarespace.com).

In the course of providing services, the Provider collects and maintains aggregated, anonymised or de-personalised information which they retain indefinitely.

## MONITORING

The Organisation will monitor the effectiveness of the Policy and review it from time to time in order to ensure it is achieving its objectives and is in line with UK law and international conventions. Information collected for monitoring purposes will be treated as confidential and will not be used for any other purpose.

## CONTACT US

For more information about our equal opportunities practices or if you have questions please email at [hello@packedlunch.org](mailto:hello@packedlunch.org) or write to Packed Lunch Productions, 7 Cooper's Yard, London SE19 1TN, United Kingdom

Implemented: May 2022

Updated: May 2023

Next scheduled review: May 2024