

VitalVillage Website and Survey Privacy Policy

Effective Date: 02/11/2023

1. Introduction

VitalVillage ("we", "us", or "our") respects your privacy and is committed to protecting your personal data. This Privacy Policy informs you about how we look after your personal data when you visit our website www.vitalvillage.co.uk (regardless of where you visit it from) and participate in our surveys, and tells you about your privacy rights and how the law protects you.

2. Information We Collect

a. Information You Provide

- i. Personal Identification Information: Name, email address, postal address, phone number, and other relevant data.
- ii. Survey Responses: Your opinions and answers provided in surveys.

b. Automated Data Collection

- i. Cookies and Usage Data: IP address, browser type, and browsing patterns.

c. Lawful Basis for Processing

- i. Consent: We process your data based on your consent when participating in our survey or registering on our website.
- ii. Legitimate Interest: For improving our services and understanding user interaction.

3. Use of Information

- a. To provide, maintain, and improve our website and services.
- b. To analyse survey responses for research purposes.
- c. To communicate with you regarding your participation and for future research opportunities.

4. Sharing of Information

- a. Third Parties: Only shared with trusted partners who assist in our business operations under confidentiality agreements.
- b. Legal Requirements: If required by law or to protect our rights.

5. Data Security

We have implemented appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way.

6. Your Data Protection Rights Under GDPR

Under GDPR, you have the right to:

- a. Access, correct, delete, or transfer your personal data.
- b. Withdraw consent at any time where we are relying on consent to process your personal data.
- c. Lodge a complaint with a supervisory authority.

7. International Transfers

We may transfer, store, and process your information in countries outside of the European Economic Area. We ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- a. We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data.
- b. Where we use certain service providers, we may use specific contracts approved for use in the European Union which give personal data the same protection it has in Europe.

8. Data Retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

9. Changes to This Privacy Policy

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

10. Contact Information

For any questions or requests regarding this Privacy Policy, please contact us at hello@vitalvillage.co.uk.