



## Potato Storage Insight Ltd: Privacy Policy

Your privacy is important to us, and we are committed to ensuring your privacy is respected and protected. As part of this commitment, we have prepared this Privacy Statement to explain the manner in which Potato Storage Insight Ltd (PSI) collect, use, disclose and otherwise treat the personal information of our customers.

### Collection and use of personal information:

You are able to access many of our services and visit many areas of our website(s) without providing us with any personal information. However, we do collect personal information when you:

- subscribe to one of our contracts
- subscribe to one of our online newsletters, or register to participate in an online forum or community
- submit content to one of our publications or on-line services
- respond to one of our polls or surveys
- contact our office or personnel with an enquiry, comment or suggestion

### Subscriptions:

When you subscribe, we may ask you to provide your name, mailing address, e-mail address and credit card or other payment information for the purposes of fulfilling your subscription, sending you invoices, and contacting you about the expiry of your subscription.

### Online registration:

You do not have to register to browse some areas of our websites. However, registration is required to receive online newsletters or to participate in certain website features. When you register, you may be asked for personal information such as your name, e-mail address, and a user name and password that you select. We collect the information we need to identify who you are, to provide you with the service or information you requested, and/or to facilitate your participation.

Please remember that any information you disclose in any public forum or community areas becomes public information and is immediately accessible to other users, so it is important for you to carefully consider what, if any, personal information you reveal in these areas. We may decide to use on-line forum and community content to enhance our editorial, advertising, promotional and similar activities.

### Polls or surveys:

When you participate in a survey or poll ("survey") we may ask you to provide your name, address, phone number and e-mail address. Our surveys may ask for opinions on various issues and may be sponsored by our advertisers and partners. Most information obtained through surveys is aggregated and used internally. We may share survey information with advertisers and marketing partners in an aggregated, non-personally identifiable form. In the event personal information is requested as part of a survey, such personal information is never provided to unaffiliated third parties without your consent.

### Customer service:

When you call our office or e-mail us with a comment or question, you may be asked for information that

identifies you, such as your name, address and telephone number, to help us promptly answer your question. We may retain this information to assist you in the future. We also may use your feedback, suggestions and comments to monitor and/or improve our publications, product offerings, and our websites.

**Website information:**

Generally, you can visit our websites without telling us who you are or providing us with any personal information. We collect the IP (Internet protocol) addresses of all visitors to our website(s) and may collect clickstream and other related information such as page requests, browser type, operating system and average time spent on our website(s). We use this information to monitor and improve our website(s).

**Cookies:**

To enhance your experience on our sites, many of our web pages use “cookies”. Cookies are small text files that we place in your computer’s browser to store your preferences. Cookies, by themselves, do not tell us your e-mail address or other personal information unless you choose to provide this information to us by, for example, registering at one of our sites. Once you choose to provide a web page with personal information, this information may be linked to the data stored in the cookie. A cookie is like an identification card. It is unique to your computer and can only be read by the server that gave it to you.

We may use cookies to understand site usage and to improve the content and offerings on our sites. For example, we may use cookies to personalise your experience on our web pages (e.g. to recognise you by name when you return to our site, or to tailor content or product and service offerings).

Most browsers automatically accept cookies. You can set your browser option so that you will not receive cookies and you can also delete existing cookies from your browser. You may find that some parts of the site will not function properly if you have refused cookies.

**Secondary marketing:**

From time to time we may obtain your permission to send you marketing information about our product and service offerings or those of our marketing partners. We may combine personal information we received from you with publicly available outside records to enhance our ability to market products and services that may be of interest to you. If we obtained your permission to place you on a marketing mailing list, you can remove yourself from the list by contacting our customer relations team at the address given below or by otherwise contacting us as set out in the “Contact Us” section below. You can also remove yourself from an e-mail marketing list by clicking the “unsubscribe” button that appears on our e-mails.

**Disclosure of personal information:**

We will not disclose, rent, sell or otherwise transfer your personal information without your consent, except as otherwise set out in this Privacy Statement.

**Third party processors and agents:**

Certain personal information may be transferred among our family of companies or other third parties solely for the purposes of processing your request or arranging delivery of your subscription, product, or service you have requested. We may also transfer (or otherwise make available) your personal information to third parties who administer our contests and prize redemptions, or who provide circulation audit and other services on our behalf. We may store and process personal information in the United States or any other country in which we (or any of our affiliates, subsidiaries or agents) maintain facilities. All of our service providers are required to maintain the confidentiality and security of your personal information and to use it only in compliance with applicable data privacy laws, and are prohibited from using or disclosing your personal information for any purpose other than providing the services on our behalf or as otherwise required by applicable law.

**Legal:**

We may provide your personal information in response to a search warrant or other legally valid inquiry or order, or to an investigative body in the case of a breach of an agreement or contravention of law, or as otherwise required by law. We may also disclose personal information to assist us in collecting a debt owed by you, or otherwise where necessary for the establishment, exercise or defence of legal claims.

**Security of personal information:**

Although we take appropriate measures to safeguard the personal information in our custody and control, we need you to understand that we are unable to guarantee that your personal information will never be disclosed or accessed in a manner that is inconsistent with this Privacy Statement. We have implemented measures in an effort to maintain the confidentiality of all personal information in our custody and control, including only providing access to personal information to employees and authorized service providers who require such information for the purposes described in this

**Privacy Statement:**

We maintain administrative, technical and physical safeguards in an effort to protect against unauthorized access, use, modification and disclosure of personal information in our custody and control.

To provide you with an increased level of security online, access to your personal information on certain of our websites may be protected with a password you select. We strongly recommend that you do not disclose your password to anyone. We will never ask you for your password in any unsolicited communication.

**Accessing and correcting your personal information:**

If you wish to access the personal information we have about you, or to correct factual errors in our records, please contact us as set out in the "How to Contact Us" section below.

To protect your privacy, we will take reasonable steps to help verify your identity before granting access or making corrections.

**Changes to this Privacy Statement:**

This Privacy Statement may be updated periodically to reflect changes to our personal information practices. The revised Privacy Statement will be posted on this website. We will treat your personal information in accordance with the privacy statement in place at the time of collection of such information, or as you otherwise consent.

**How to contact us:**

Feel free to contact our Administration department at any time if

- you have any questions or comments about this Privacy Statement,
- you wish to withdraw your name from an e-mail or other marketing list,
- you wish to access and/or correct your personal information,
- you have a complaint about the manner in which we treat your personal information.

Please send correspondence to the following address.

**Potato Storage Insight Ltd., 45 Main Street, Gedney Dyke, Spalding, Lincs. PE12 0AJ.**  
**E-mail: [admin@potatostorageinsight.com](mailto:admin@potatostorageinsight.com)**