

# Cow and Calf Dairy Ltd Customer Privacy Notice

**Registered name:** Cow and Calf Dairy Ltd

This privacy notice tells you what to expect us to do with your personal information.

- [Contact details](#)
- [What information we collect, use, and why](#)
- [Lawful bases and data protection rights](#)
- [Where we get personal information from](#)
- [How long we keep information](#)
- [Who we share information with](#)
- [How to complain](#)

## Contact details

Telephone: 01943 666688

Email: [sales@candcdairy.co.uk](mailto:sales@candcdairy.co.uk)

## What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery:**

- Names and contact details
- Addresses
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits)
- Account information

- Website user information (including user journeys and cookie tracking)
- Information relating to compliments or complaints

We collect or use the following information for **the operation of customer accounts and guarantees**:

- Names and contact details
- Addresses
- Payment details (including card or bank information for transfers and direct debits)
- Purchase history
- Account information, including registration details
- Information used for security purposes
- Marketing preferences

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details
- Addresses
- Marketing preferences
- Location data
- Purchase or viewing history
- IP addresses
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details

- Address
- Account information

## Lawful bases and data protection rights

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **the operation of customer accounts and guarantees** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

## Where we get personal information from

- Directly from you

## How long we keep information

We will retain your information for as long as you are a customer.

Information used for marketing purposes – for example, email marketing – will be retained until you choose to unsubscribe to marketing

## Who we share information with

### Data processors we share personal information with

- Suppliers and service providers
- Other relevant third parties:
  - The yourMOO by Dairy Data is the website / app system that allows customers access to their Milk Order Online. Information shared / used includes username and password, contact information and order details. A copy of their privacy policy can be found [here](#).

## How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

## Last updated

30 January 2025