



Dash (UK) Ltd customer privacy notice

This privacy notice tells you what we do with your personal information and why, it also explains your rights under the law.

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Contact details

Email: trussell@dashuk.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
- Website user information (including user journeys and cookie tracking)

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

- Names and contact details

- Address
- Purchase or service history
- Correspondence

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** - When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

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:

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability.

Our legitimate interests are:

- We require certain information about you to fulfil your order request. We require your name, address and order details to provide the services requested.
- We retain information about your order history for business planning reasons, such as understanding which products are in demand.

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

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability.

Our legitimate interests are:

- Where you communicate with us, to inform us of a problem with your order, we have a legitimate interest to use any personal information you provide to help us respond to your request.

Where we get personal information from

- Directly from you
- Third parties:

Trussell may provide information about orders submitted to them directly. Order information is transferred securely to Dash who will fulfil and distribute the order request. We provide these services to Trussell as a data processor on their behalf.

How long we keep information

<ul style="list-style-type: none">Names and contact details	1 Calendar Year
<ul style="list-style-type: none">Addresses	1 Calendar Year
<ul style="list-style-type: none">Purchase or account history	1 Calendar Year
<ul style="list-style-type: none">Website user information (including user journeys and cookie tracking)	1 Calendar Year
<ul style="list-style-type: none">Correspondence	1 Calendar Year

Who we share information with

Data processors

Distribution partner

This data processor provides the following activities for us: Delivery of items requested

Others we share personal information with

- Other relevant third parties:

Dash (UK) Ltd provides this website on behalf of Trussell. Dash (UK) Ltd act as the distribution and fulfilment partner on Trussell's behalf. We have an agreement in place to ensure that we meet Trussell's data protection standards. To see Trussell's Privacy Notice visit: <https://trussell.org.uk/privacy/>

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us by email to trussell@dashuk.co.uk or by calling 01934 522920 (Monday-Friday, 9am-5pm).

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>

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