

Survey Privacy Notice

The Lincolnshire Co-operative Ltd ("the Society) will require and rely on your consent to utilize any data collected from you for the purposes of improving our services, obtain feedbacks from you, when you visit our stores or use our services, manage and resolve any complaint you register with us, monitor, analyze and report the results and findings from this survey. The Survey is operated by **Service Management Group, LLC (SMG)**, based in the United States and the details you share with us as part of this survey is shared and registered with them.

By clicking on the "**Continue**" tab indicates that you consent to the use and processing of your personal information, have read and understood the survey Privacy Notice, voluntarily agree to participate and you are 16 years of age or older. Please note that your Consent given can be withdrawn at any time. You can do this by contacting via email dataprotection@lincolnshire.coop.

We currently collect name, phone number, email address, IP address and domain, cookie information, software, and hardware attributes from your device to deliver this survey.

We assure you that data collected in this survey will be secured against unlawful and unauthorized access. Where necessary, the published results and findings will be anonymized or pseudonymized.

Under the terms of Lincolnshire Co-Op's agreement with SMG, any data shared will be kept securely, treated as confidential and used only for the purposes of improving our services to you. Lincolnshire Co-op will take all necessary steps to ensure it has an appropriate level of protection and implemented appropriate transfer safeguards, including transfer outside the UK\EU. Details of the protection given to your data when it is transferred shall be provided to you upon request. Your personal data will be processed when you register your complaint and anonymized when the complaint has been resolved.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing your information are your consent and legitimate interest.

You are entitled to the following rights:

- request for and access personal data collected and stored by Lincolnshire Co-op.
- withdraw consent at any time.
- object to automated decision making.
- request rectification and modification of data kept by Lincolnshire Co-op.
- request for deletion of data.
- be informed of and entitled to provide consent prior to the processing of data for purposes other than that for which the personal data were collected.
- request the movement of data by Lincolnshire Co-op to a Third Party.
- request that Lincolnshire Co-op restricts the processing of such information.

If you have any queries or clarifications regarding the collection and processing of your data personal data, or in respect of Lincolnshire Co-op Data Privacy Policy [Privacy policy \(lincolnshire.coop\)](#) or this

Privacy Notice, please send an email to dataprotection@lincolnshire.coop or send a letter to Lincolnshire Co-op, 15-23 Tentercroft Street, Lincoln, LN5 7DB.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>