

## Our processing of your personal information – Users of the F&MIB Website

If you use or access the Farmers & Mercantile website, this section will be applicable to you and will provide key information about how we use your personal information.

### What personal information will we collect?

- Name, contact details, postcode and IP address
- Anonymous data collected through this website: in addition to the information we collect as described above, we use technology to collect anonymous information about the use of our website. For example, we use technology to track which pages of our website our visitors view. We also use technology to determine which Web browsers our visitors use. This technology does not identify you personally; it simply enables us to compile statistics about our visitors and their use of our website.

We use this anonymous data to improve the content and functionality of our website and our e-mail updates, to better understand our customers and visitors, and to improve the services we offer.

Cookies: in order to collect the anonymous data described in the preceding paragraph, we may use session variables that only exist in the real time browser window. On closure of the browser, the session will expire along with the data. Session variables are also used during data capture for quotation and user account authentication.

We also use your IP address to help diagnose problems with our server and to administer our website. An IP address is a numeric code that identifies your computer on a network, or in this case, the Internet. Your IP address is also used to gather broad demographic information, such as determining how many of our visitors are from outside of the UK. We may also perform IP lookups to determine which domain you are coming from (i.e: aol.com, yourcompany.com) to more accurately gauge our users' demographics.

### How will we collect your personal information?

We collect your information directly from our website and where you have submitted any information on our website.

### What will we use your personal information for?

We use your information in a number of different ways, depending on your particular circumstances. For every use, we must be able to demonstrate that there is a "legal ground" to do so. When using your "personal information", we will rely on the "legal grounds set out below:

- ***We have a business need to use your personal information***, such as developing and testing our systems, analysing our business and improving the services we offer, diagnosing any problems with our website and assessing usage of our website. When relying on this legal ground, we are under a duty to assess your rights and to ensure that we do not use your information unless we can demonstrate a legitimate business need.

<b>What is the purpose for using your personal information</b>	<b>Legal grounds for using your personal information</b>
To respond to any enquiries you make.	<ul style="list-style-type: none"> <li>• We have a business need (to respond to all enquiries made on our website).</li> </ul>
To provide marketing materials about products and services we think you might be interested in.	<ul style="list-style-type: none"> <li>• We have a business need (to inform you about other services we offer).</li> </ul>

### **Who will we share your personal information with?**

We do not share or distribute your personal information other than to the following third parties and only under the limited circumstances we have set out above:

- Other companies in the Ecclesiastical Group.
- Service providers we have contracted with relating to the website such as our subcontractors and agents and website providers.

This notice was last updated on 16th April 2019.