



## Cookie Policy – Riverford Customers

### What is the purpose of this document?

Riverford Organic Farmers Ltd ("we") are committed to protecting the privacy and security of your personal information. This document describes how cookies and similar technologies are used on Riverford's websites.

### What are cookies?

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site. Some cookies are necessary for the proper functioning of a website – without these the website would not work correctly – and some may optionally be set for various other purposes, e.g. to improve performance.

### Riverford Organic Farmers website – [www.riverford.co.uk](http://www.riverford.co.uk)

#### Necessary cookies set by Riverford

Cookie	Purpose
analytics	Stores whether you've opted-in to allowing us to store cookies that help us analyse how our website is used
device	Used to anonymously detect suspicious sign-in activity for us to help keep your account secure
device.sig	A "signature" for the <code>device</code> cookie, to verify that its value has not been tampered with
identity-token	Used to determine which customer account you are signed-into, if any
identity-token.sig	a "signature" for the <code>identity-token</code> cookie, to verify that its value has not been tampered with
toast	Used to store notification messages triggered on one page to be displayed on the next page
toast-sig	A "signature" for <code>toast</code> , to verify that its value has not been tampered with
marketing	Stores whether you've opted-in to allowing us to store cookies that help our efforts to spread the word about Riverford to more people



### Necessary cookies set by 3<sup>rd</sup> party services

Service	Purpose
Cloudflare	<a href="#">Cookies</a> help Cloudflare detect malicious visitors to Riverford websites and reduce the likelihood of blocking legitimate users. They may be placed on the devices of our website visitors to identify individual clients behind a shared IP address and apply security settings on a per-client basis. They are necessary for supporting Cloudflare's security features.
YouTube	When you watch a YouTube video on the Riverford website, cookies storing your video playback settings are stored by <a href="http://www.youtube-nocookie.com">www.youtube-nocookie.com</a> . These are functional cookies and are not used for tracking.

### Analytics cookies set by Riverford

Cookie	Purpose
cid	An ID used to ensure analytics information is associated with the same device (anonymously) across different sign-in sessions. This is only set if there is no equivalent cid cookie already set by Google.

### Analytics cookies set by 3<sup>rd</sup> party services

Service	Purpose
Google Analytics	<p>These cookies are used to collect information about how visitors use our websites. We use the information to compile reports and to help us improve the website.</p> <p>All analysis of analytics performed by Riverford is focused on cohorts of users and not individuals. It is not possible to identify an individual in the data held in Google Analytics.</p> <p>Google's own privacy policy can be reviewed <a href="#">here</a>.</p>



### Marketing cookies set by 3<sup>rd</sup> party services

Service	Purpose
<p>Facebook and Instagram Ads conversion tracking and remarketing</p>	<p>This is an analytics service provided by Facebook, Inc. that connects data from the Facebook and Instagram advertising networks with actions performed on this website.</p> <p>Facebook remarketing is a remarketing and behavioural targeting service provided by Facebook, Inc. that connects the user's activity with the Facebook advertising network.</p> <p>Facebooks own privacy policy can be reviewed <a href="#">here</a>.</p>
<p>Landingi</p>	<p>Landingi is a dedicated landing page platform designed for marketing teams and agencies.</p> <p>When you visit a webpage from Riverford it may be under the domain of Landingi. We do this to improve the experience for users with specific preferences. For example, we try to target a meat-based landing page for those who are actively searching for meat products, thus excluding vegetarians.</p> <p>Landingi may occasionally share aggregated information and other anonymised information for regulatory compliance, industry and market analysis, demographic profiling, marketing and advertising, and other business purposes.</p> <p>Landingi's own privacy policy can be reviewed here: <a href="https://landingi.com/privacy-policy/">https://landingi.com/privacy-policy/</a>.</p>



## Wicked Leeks – [wickedleeks.riverford.co.uk](http://wickedleeks.riverford.co.uk)

### Necessary cookies set by Riverford

Cookie	Purpose
popupSignup	This cookie prevents you from repeatedly seeing the newsletter sign-up prompt as you navigate the website.

### Necessary cookies set by 3<sup>rd</sup> party services

Service	Purpose
Cloudflare	<a href="#">Cookies</a> help Cloudflare detect malicious visitors to Riverford websites and reduce the likelihood of blocking legitimate users. They may be placed on the devices of our website visitors to identify individual clients behind a shared IP address and apply security settings on a per-client basis. They are necessary for supporting Cloudflare's security features.
Google reCAPTCHA	The Google reCAPTCHA service is used to distinguish between human and bot visitors to the website.

### Analytics cookies set by 3<sup>rd</sup> party services

Service	Purpose
Google Analytics	<p>These cookies are used to collect information about how visitors use our websites. We use the information to compile reports and to help us improve the website.</p> <p>All analysis of analytics performed by Riverford is focused on cohorts of users and not individuals. It is not possible to identify an individual in the data held in Google Analytics.</p> <p>Google's own privacy policy can be reviewed <a href="#">here</a>.</p>

## The Riverford Field Kitchen – [fieldkitchen.riverford.co.uk](http://fieldkitchen.riverford.co.uk)

### Necessary cookies set by 3<sup>rd</sup> party services

Service	Purpose
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Cloudflare	<a href="#">Cookies</a> help Cloudflare detect malicious visitors to Riverford websites and reduce the likelihood of blocking legitimate users. They may be placed on the devices of our website visitors to identify individual clients behind a shared IP address and apply security settings on a per-client basis. They are necessary for supporting Cloudflare's security features.
Mail Chimp	Cookies used to detect bot activity and defend against automated attacks that target the mailing list sign-up functionality.
Stripe	Cookies used by card payments service Stripe to power the card payment functionality in the Field Kitchen reservation service.

#### **Analytics cookies set by 3<sup>rd</sup> party services**

<b>Service</b>	<b>Purpose</b>
Google Analytics	<p>These cookies are used to collect information about how visitors use our websites. We use the information to compile reports and to help us improve the website.</p> <p>All analysis of analytics performed by Riverford is focused on cohorts of users and not individuals. It is not possible to identify an individual in the data held in Google Analytics.</p> <p>Google's own privacy policy can be reviewed <a href="#">here</a>.</p>

#### **How do I change my cookie settings?**

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set, please visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)



## Your rights

Your right	How to exercise your right
To ask us not to process your data for marketing purposes	<ul style="list-style-type: none"> <li>• Update your preferences online</li> <li>• Email <a href="mailto:help@riverford.co.uk">help@riverford.co.uk</a></li> <li>• Call 01803 227 227</li> </ul>
To ask us to erase all the personal information we hold about you (right to erasure, also known as ‘the right to be forgotten’)	<ul style="list-style-type: none"> <li>• Email <a href="mailto:datasecurity@riverford.co.uk">datasecurity@riverford.co.uk</a></li> <li>• Write to: Data Security &amp; Compliance Officer Riverford Organic Farmers Limited Buckfastleigh Devon TQ11 0JU</li> </ul>
To request access to all the information we hold about you	<ul style="list-style-type: none"> <li>• Email <a href="mailto:datasecurity@riverford.co.uk">datasecurity@riverford.co.uk</a></li> <li>• Write to: Data Security &amp; Compliance Officer Riverford Organic Farmers Limited Buckfastleigh Devon TQ11 0JU</li> </ul>
To ask us not to process your data for the purpose of our legitimate interest. We will action your request unless we believe the legitimate interest overrides your circumstances	<ul style="list-style-type: none"> <li>• Email <a href="mailto:datasecurity@riverford.co.uk">datasecurity@riverford.co.uk</a></li> </ul>



## Changes to this policy

Any changes we may make to our cookie policy in the future will be posted on this page and, where appropriate, notified to you by email. Please check back frequently to see any updates or changes to our privacy policy.

## Got a question?

If you have any questions that haven't been covered, please contact our Data Protection and Compliance Officer who will be happy to help you:

- Email [datasecurity@riverford.co.uk](mailto:datasecurity@riverford.co.uk)
- Write to:  
Data Security Officer  
Riverford Organic Farmers Limited  
Buckfastleigh  
Devon  
TQ11 0JU
- Telephone 01803 227227

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

[www.ico.org.uk](http://www.ico.org.uk)