



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.

What are cookies?

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site. The table below explains the cookies we use and why.

Use of cookies by Riverford Organic Farmers

Cookie	Purpose
Universal Analytics (Google)	<p>These cookies are used to collect information about how visitors use our website and WordPress blog. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website and blog, where visitors have come to the website from and the pages they visited.</p> <p>Google's own privacy policy can be reviewed here.</p>
AdWords remarketing (Google)	<p>AdWords remarketing is a remarketing and behavioural targeting service provided by Google Inc. that connects the user's activity with the Adwords advertising network and the DoubleClick cookie.</p> <p>Google's own privacy policy can be reviewed here.</p>



<p>Facebook Ads conversion tracking and remarketing</p>	<p>Facebook Ads conversion tracking is an analytics service provided by Facebook, Inc. that connects data from the Facebook advertising network with actions performed on this application.</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>The Facebook Like button and social widgets are services allowing interaction with the Facebook social network provided by Facebook, Inc.</p> <p>Facebooks own privacy policy can be reviewed here.</p>
<p>Quantcast Measure</p>	<p>Quantcast Measure is an analytics service provided by Quantcast Corporation.</p> <p>Quantcast Measure’s own privacy policy can be reviewed here.</p>
<p>Twitter, inc.</p>	<p>Twitter Remarketing is a remarketing and behavioural targeting service provided by Twitter, Inc. that connects the user’s activity with the Twitter advertising network</p> <p>Twitter Tailored Audiences is a remarketing and behavioural targeting service provided by Twitter, Inc. that connects the user’s activity with the Twitter advertising network.</p> <p>Twitters’ own privacy policy can be reviewed here.</p> <p>https://twitter.com/en/privacy</p>
<p>Hotjar</p>	<p>Hotjar is a tool that aggregates data on how visitors use our website.</p> <p>Hotjar collects non-personal information via cookies.</p> <p>Examples of the types of information collected include, but are not limited to, pages visited, how pages are used and interacted with, type of device and browser used and the country you are in.</p>



	<p>For more information on Hotjar, how it collects data, what data it collects and how to opt out of your information being collected, please read Hotjar's own privacy policy here.</p>
<p>Trustpilot</p>	<p>Trustpilot is a platform that publishes reviews for online businesses.</p> <p>When you order from Riverford, we may pass your name and email address on to Trustpilot, to allow you to make an impartial review of our company.</p> <p>Trustpilot's own privacy policy can be reviewed here.</p>
<p>Instapage</p>	<p>Instapage 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 Instapage. 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>Instapage 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>Instapage's own privacy policy can be reviewed here.</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 or 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 rights	How to activate your rights
To ask us not to process your data for marketing purposes	Update your preferences online Email help@riverford.co.uk Call 01803 227 227
To ask us to erase all of the personal information we hold about you (right to erasure, also known as ‘the right to be forgotten’)	Email datasecurity@riverford.co.uk Write to Riverford Data Security & Compliance Officer, Riverford Organic Farmers Limited, Buckfastleigh, Devon, TQ11 0JU
To request access to all of the information we hold about you	Email datasecurity@riverford.co.uk Write to Riverford Data Security & Compliance Officer, Riverford Organic Farmers Limited, Buckfastleigh, Devon, TQ11 0JU
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	Email datasecurity@riverford.co.uk

Changes to this policy

This policy was last updated on 25th May 2018.

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
- Write to Riverford Data Security Officer, Riverford Organic Farmers Limited, Buckfastleigh, Devon, TQ11 0JU
- Call 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