



**BRAY FOODS**  
ARTISAN BAKERY

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**PRIVACY  
POLICY**



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# PRIVACY POLICY

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## PRIVACY POLICY

Last updated: 1st December 2025

Bray Foods Ltd (“we”, “us”, “our”) is committed to protecting your privacy and handling your personal information responsibly. This Privacy Policy explains how we collect, use, store, and protect your data when you visit our website or interact with our services.

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## INFORMATION WE COLLECT

We may collect the following types of information:

Information you provide directly:

- Name
- Email address
- Phone number
- Company details
- Enquiries submitted through our contact forms
- Any other information you choose to provide

Information collected automatically:

- When you visit our website, certain data is collected automatically, including:
  - IP address
  - Browser type and version
  - Device information
  - Pages viewed
  - Time spent on the website
  - Cookies and analytics data
  - We use this information to improve our website, services, and customer experience.
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## HOW WE USE YOUR INFORMATION

We may use your information to:

- Respond to enquiries and provide customer support
- Process orders or service requests
- Improve our website and user experience
- Send important service updates
- Maintain business records for legal, tax, and auditing purposes
- Ensure the security and integrity of our website

We will never sell your personal information to third parties.



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## LEGAL BASIS FOR PROCESSING

We process your data under the following legal bases:

- Consent – when you provide information voluntarily.
- Legitimate interests – to operate and improve our business.
- Contractual necessity – when processing your data is required to handle enquiries or orders.
- Legal obligation – when required to comply with UK law.

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## SHARING YOUR INFORMATION

We may share your information with:

- Service providers such as hosting, IT, analytics, or email services
- Delivery partners (if relevant to an order)
- Professional advisers (e.g., accountants, auditors, legal)
- Authorities where legally required

All third parties are required to keep your information secure and use it only for the purposes for which it was shared.

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## COOKIES

Our website uses cookies to improve functionality and performance.

You can control or disable cookies through your browser settings.

A full Cookie Policy can be provided separately if needed.

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## HOW WE STORE AND PROTECT YOUR DATA

We take appropriate technical and organisational measures to protect your personal data from:

- Unauthorised access
- Loss
- Misuse
- Disclosure
- Alteration

Your data is stored securely within the UK or EEA, unless stated otherwise.

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## DATA RETENTION

We keep your information only for as long as necessary for the purposes for which it was collected, including legal, tax, and business requirements.



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### YOUR RIGHTS

Under UK GDPR, you have the right to:

- Access your personal information
- Correct inaccurate data
- Request deletion
- Restrict processing
- Object to processing
- Withdraw consent at any time
- Request data portability

To exercise any of these rights, please contact us at:

- [sales@brayfoods.co.uk](mailto:sales@brayfoods.co.uk)
- Bray Foods Ltd, 4 Clayton Lane South, Off Ashton Old Road, Manchester, M12 5SS
- T: 01942 290 760

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### CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time.

The latest version will always be available on our website.