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## Privacy Notice

### For Individuals

#### 1. Who are we?

Asda Stores Ltd (<https://www.asda.com/>) has contracted REL Field Marketing (<https://www.relfm.com/>) to operate the Asda Supplier Accreditation service on their behalf. REL Field Marketing acts as controller and processor of Asda Supplier Accreditation.

Asda registered brand suppliers or third-party agencies representing Asda registered brand suppliers wishing to conduct merchandising and auditing activities in Asda stores must ensure their teams are able to identify themselves in the form of an Asda Accreditation badge.

The purpose of this website is to aid the legitimate interests between the controller and processor of this website and registered Asda brand suppliers and third-party agencies. This includes aiding in communication and clarity of Asda guidelines and facilitating online training and validation for all brand suppliers and third-party agencies working in Asda stores. It's also a way to keep registered users informed with contacts, policies and resources to help adhere to Asda rules and standards. REL Field Marketing has a legitimate interest in collecting and processing your personal data in order to fulfil your request to receive an Asda Accreditation badge to conduct merchandising and auditing activities inside Asda stores, and, as mentioned above, to provide you with training and other pertinent information regarding Asda rules and standards.

#### 2. What is this Privacy Notice for?

This Privacy Notice gives you information about how we will use personal data and other private information collected by, or provided by you to, REL Field Marketing in connection with Asda Accreditation. When we refer to 'personal data' in this Privacy Notice it means any information that relates to you from which you can be identified.

#### 3. What Personal Data do we collect?

##### Brand suppliers and third-party agencies

We only hold names of Asda brand suppliers and third-party agencies who wish to conduct merchandising and auditing activities in Asda stores. We hold and process the below types of personal data on individuals from Asda brand suppliers and third-party agencies:

##### Primary contact

- Name
- Email address
- Telephone
- Office address

##### Administration contact

- Name
- Email address
- Telephone
- Office address

REL Field Marketing, 650 Eskdale Road, Winnersh, Berkshire, RG41 5TS  
T: 0118 927 1000 | W: [www.relfm.com](http://www.relfm.com)

Registered in England and Wales, Company Number 3035364. Registered Office: C/O Legalinx Limited, 3rd Floor, 207 Regent Street, London, United Kingdom, W1B 3HH



## Asda Accreditation badge holders

Personal details listed below are provided by the registered brand supplier, third-party agency or the badge holder directly.

- Name
- Employee reference number
- Email address
- Home address (if applicable, to post the Asda Accreditation badge directly to the employee)
- Photograph (for placement on the Asda Accreditation badge)
- Supplier name/s they are representing
- Training completion dates pass / fail scores

## 4. Cookies

We use session cookies to support the ease of use and navigation of this site. A cookie is a small file that can be placed on your computer's hard disk or on a website server. Such cookies do not retrieve information about you stored on your hard drive and do not corrupt or damage your computer or computer files. You are not obliged to accept a cookie that we send to you, and you can in fact modify your browser so that it will not accept cookies.

Host	Name	Purpose	Type	Description
Asdaaccreditation.co.uk	_RequestVerificationToken	Strictly Necessary	First Party (Session)	This is an anti-forgery cookie set by web applications built using ASP.NET MVC technologies. It is designed to stop unauthorised posting of consent to a website, known as Cross-Site Request Forgery. It holds no information about the user and is destroyed on closing the browser.

## 5. How we use your data

We use your personal data for the enrolment and administration of Asda Supplier Accreditation. We process your personal data on several different legal bases, as follows:

**Our legitimate interest** – If you provide personal data at this website, you are most likely an employee or representative of a vendor or customer of our ASDA's commercial operations:

In that respect, we process your personal data:

- To facilitate commercial transactions between REL and your employer to facilitate your ability to perform services for your employer inside Asda stores
- To detect and prevent fraud
- To manage and administer the Asda Supplier Accreditation service, including managing access controls and documentation.

**Our legal obligations** – we may need to process your personal data to comply with relevant laws, regulatory requirements and to respond to lawful requests, court orders and legal process.

**Your prior consent** – Solely with respect to the processing of your photograph, to the extent required by applicable data protection law, your submission of your photograph in this portal represents your consent to use of your image in connection with the Asda Supplier Accreditation service.



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Brand Supplier and Third-Party Agency personal information is collected to allow safe access to the Accreditation portal, communicate reported Asda store issues or complaints, post badges and issue invoices.

Badge Holder personal information is collected to allow the Accreditation database to send automatic email communication for accreditation enrolment purposes and to identify the individual for correct badge issue and to identify in the event of an Asda store complaint.

We do not use or share your personal data for any other purpose.

## 6. Disclosure of your personal data

We may share your personal data in the following situations:

- We may disclose your personal data to your employer or agency who initially provided your personal data
- We use a third-party I.T. supplier as a cloud hosting provider to store all information held
- If instructed by enforcement organisations (e.g. Police, courts, law enforcement agencies)
- To the extent necessary to establish, exercise or defend legal rights or claims, or for the purposes of investigating actual or suspected unlawful activity.

## 7. Security

We take the security of all personal data very seriously and we use appropriate measures to protect all personal information collected in a secure, controlled environment consistent with GDPR and UK data protection legislation. In certain circumstances, your personal data may be transferred outside of the European Economic Area (EEA) to comply with legal or contractual requirements, or in connection with our use of IT vendors or services providers located outside the EEA. If your personal data is sent outside the EEA, we have in place safeguards, including EU Model Contracts for the Transfer of Personal Data to Third Countries, to ensure the security of your personal data. A copy of these safeguards may be obtained from the Data Protection Officer listed below.

Personal data held on the Asda Supplier Accreditation website can only be accessed via a User ID and password. Registered brand suppliers and third-party agencies are only able to access personal data held on their account.

## 8. Data Retention

We will retain your personal data for the duration of your accreditation period and for a period of twelve months following your expiry date (as detailed on your accreditation badge) for the purpose of dealing with any retrospective enquiries, subject to the exercising of any of your rights outlined below. After such period, we will permanently delete your personal data.

## 9. Your Data Protection Rights

You have the following rights in relation to your personal data:

- The right to be informed of the details of the processing of your personal data
- The right to request access to, or copies of, your personal data that we process.
- The right to request correction of any inaccuracies in your personal data.
- The right to object, on legitimate grounds, to the processing of your personal data, subject to legal and other obligations.

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- The right to restrict processing, subject to legal and other obligations.
- The right to lodge a complaint with a supervisory authority (The Information Commissioner's Office).
- The right to request that your personal data is deleted, subject to legal and other obligations.

If you wish to exercise any of these rights please contact us as described in the section below headed 'Contact'. We may also need to ask you for further information to verify your identity before we can respond to any request.

## 10. Change to our Privacy Notice

Company reserves the right in its sole discretion to amend this Privacy Notice from time to time. In this event, we will post the revised notice on the website. We encourage you to periodically view this notice so that you remain informed as to how we are protecting users' Personal Data and about what cookies are used on the website. We may, where necessary, notify users of any modified version of this notice that might materially affect the way we use, disclose or otherwise process users' Personal Data or otherwise affect their privacy rights. We may do this by posting an update on the website which users will see at their next visit.

## 11. Contact

Questions, comments or requests regarding this Privacy Notice should be made by completing the form available via this [LINK](#) or by post to: FAO Data Protection, REL Field Marketing, 650 Eskdale Road, Winnersh Triangle, Winnersh, Berkshire RG41 5TS.

## 12. THE RIGHT TO LODGE A COMPLAINT WITH A SUPERVISORY AUTHORITY

You have the right to complain to the Information Commissioners Office by

- Helpline. Call them on 0303 123 1113, Monday to Friday between 9am and 5pm.
- Live chat. Have an online conversation with someone at the ICO at <https://ico.org.uk/global/contact-us/live-chat/>.
- Email. Use the form at <https://ico.org.uk/global/contact-us/email/>

## For Supplier Companies Entering Information into the Asda Suppliers Accreditation System

When we process personal data using the Asda Supplier Accreditation system, we do so as a "controller" of that personal data. This means we are responsible for deciding the purposes and means of the processing of personal data. This includes, but is not limited to, what information we need in order to issue Asda Accreditation badges, how we administer the Asda Supplier Accreditation program, which trainings are required, who receives Asda Accreditation badges, for how long personal data is retained, and how we store and otherwise use personal data that is entered into the system or provided to us.

We are not a processor acting or processing personal data on your behalf, but instead are an independent controller of the personal data hereunder. If you wish to receive more information regarding our position as a controller of this information, you may contact us using the contact details listed above.

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