

9. RETAINING YOUR DATA

NFU Mutual, and the information we collect about you, are subject to various regulatory and legislative requirements. In addition, we will endeavour not to keep your personal information for longer than we have to for us to fulfil our obligations to you. Where it is not possible for us to delete your data, we will ensure the appropriate security and organisational measures are put in place to protect the use of your data.

10. COMPLAINTS

We work hard to ensure that your personal information is treated safely and securely. However, if you have a complaint, write to us using the contact details at the end of this policy, or talk to a member of the team at your local agency. You also have the right to complain to the Information Commissioner's Office.

11. CHANGES TO OUR PRIVACY POLICY

We review our Privacy Policy regularly and will place any updates on our website and in relevant policy communications.

12. WHO TO CONTACT IN RELATION TO PROCESSING OF PERSONAL INFORMATION AT NFU MUTUAL

National Farmers Union Mutual Insurance Society Limited controls the processing of personal data on its systems. If you would like to discuss anything in relation to this policy or how we handle your personal information, you can reach the Data Protection Officer for NFU Mutual by writing to:
Data Protection Officer,
NFU Mutual, Tiddington Road,
Stratford-upon-Avon, CV37 7BJ.
You can also talk to your local agency.

PRIVACY POLICY

NFU Mutual understands that the information you trust us with is important to you, and we are committed to protecting and respecting your privacy.

This policy explains how, when and why we collect your personal information during the course of providing services to you, under what situations we may disclose your personal information within our Group of Companies and to others, and how we keep it secure.

SUMMARY:

- We only collect personal information about you where it is completely necessary or you have consented, and we ensure that we only collect information that we need
- We will not send you marketing material unless you have given us permission to do so
- We will not sell your personal information to third parties
- We use third-party suppliers to help us provide an excellent service to you. Where we share personal information with those suppliers, we have the appropriate contracts or controls in place, which will assess the security of their processing arrangements
- We will protect your personal information with an appropriate combination of technical and organisational measures
- We record and monitor our calls with you, for the reasons listed in Section 2

- You have rights to your information. These are detailed in Section 8
- We retain your data for as long as is necessary
- If you have a complaint, please see how to contact us in Section 10
- If you have any questions about how we process your information, please see how to contact us in Section 12.

1. WHAT INFORMATION DO WE COLLECT ABOUT YOU?

We need information about you to create your policy, or to offer our range of services. We need to collect information from you to do this and to offer you the right product for your circumstances.

This can include personal information about you and other people you may want included on a policy, information that we collect automatically, and personal information we collect from other sources.

If you'd like this document in large print, braille, or audio, just contact us.

2. WHY WE USE THE INFORMATION ABOUT YOU

We collect your personal information for a number of reasons: to provide you with a quote; administer your policies; handle claims; protect us and you from fraud; improve the products and services we offer; and inform you of other products that may interest you.

To process your information, we mainly rely on the following legal bases:

Performance of a contract: The use of your information is necessary to perform the contract that you, or a person covered on the policy, has with us.

Legitimate interests: We may use your information for our legitimate interests, such as to provide you with the most suitable policy, website experience, emails or newsletters, or to improve and promote our products and services, along with administrative, fraud prevention and detection and legal purposes.

Consent: We may rely on your consent to use your personal information for certain products or to assist in a claim, and also for direct marketing purposes. You may withdraw your consent at any time, please contact us using the details provided at the end of this policy.

3. INFORMATION THAT WE SHARE

We may have to share your information with other companies in the Group, the Farming Unions, or to third-party service providers, including insurance partners and brokers, in certain circumstances.

4. MARKETING

We would like to send you information about our products, services and other companies in our Group which may be of interest to you. We will collect your information for marketing purposes, if you agree, when you obtain a quote, take out a policy with us, enter into a competition or provide your personal information through the NFU Mutual website. We may also purchase your data from third-party providers.

To ensure that we keep our marketing communications relevant and useful to you, we will share your data with carefully selected third-party marketing analytics organisations for customer profiling.

If you enter one of our competitions, we will collect your information in order to randomly select a winner and send out their prize.

To stop us contacting you for marketing, call 0808 278 2021; write to: Marketing Department (Do Not Contact Me), NFU Mutual, Tiddington Road, Stratford-upon-Avon, CV37 7BJ, or talk to your local agency.

5. INFORMATION SECURITY

We work hard to keep your data safe. We use an appropriate combination of technical and organisational measures to ensure, as far as reasonably possible, the confidentiality, integrity and availability of your information at all times. If you have a security-related concern, please contact us using the contact details at the end of this policy.

6. TRANSFERRING YOUR INFORMATION OUTSIDE OF THE EUROPEAN ECONOMIC AREA (EEA)

In order to provide our services, the information you give us may be transferred to countries outside the European Economic Area (EEA). These countries may not have similar data protection laws to the UK. When we do transfer your personal data outside of the EEA, we ensure that any party with access to your information has implemented the necessary security and privacy measures, to ensure that your personal data is kept secure and confidential as outlined in this policy.

7. INFORMATION WE COLLECT THROUGH YOUR USE OF OUR WEBSITES

We collect information through the use of cookies and similar technologies, to enable us to remember you when you visit our websites and to improve your online experience.

The use of these cookies helps us understand how you use our websites, view our products and respond to our advertising, so we can tailor direct marketing and enhance our overall product and service offering to you. When you visit one of our websites, we may record your device information including IP address, hardware and software used, general location, and when and how you interact with our websites.

This information is retained and used to note your interest in our products and to improve your experience. When you receive marketing emails from us, we may use technology or links to determine how you use our direct marketing, and your interest in it.

To find out more about our use of cookies and related technologies, please read our Cookie Policy on our website.

8. ACCESS TO YOUR INFORMATION AND CORRECTION

You have the right to request a copy of the information we hold about you. We will provide you with this information within one month of receiving your request and verifying your identity.

You also have a right to contact us if you believe your personal information is incorrect, or if you believe we are no longer entitled to use your personal data. If you have any questions about how we use your personal information, please contact us using the details provided at the end of this policy.