

This privacy policy sets out how **Food Allergy Reactions Reporting** uses and protects any information that you supply when you use this website or engage with us within the reporting database purposes.

In line with the GDPR regulations **Food Allergy Reactions Reporting** collects email addresses and certain other Personal Information to contact you about Near Miss Reporting that might be of interest to you. You can review, amend or ask to have this information deleted by emailing office@foodallergyreaction.report

Your Personal information will not be passed onto any third parties. We will do our utmost to keep your email address private and will only use your email address to send you information about **Food Allergy Reactions Reporting** and affiliated business regarding related activities.

Food Allergy Reactions Reporting is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Food Allergy Reactions Reporting may change this policy from time to time by updating this page. You should check back to this page from time to time to ensure that you are happy with any changes. This policy is effective from 1 December 2023.

What we collect

We may collect the following information:

- name and title
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

What we do with the information we gather

We require this information to understand the needs of the Food Hypersensitive [FHS] customer, and your needs to assist Food Business Operations [FBOs] to provide you with a better service, and ensure best practice across the hospitality sector and in particular for the following reasons:

- monitoring patterns of issues
- Highlighting common issues to FBO's
- Advising on best practice guidance to prevent a severe issue or anaphylaxis
- We may also use the information to improve our products and services

We may periodically send promotional emails about business's, products, special offers or other information which we think you may find interesting using the email address which you have provided.

From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, or mail. We may use the information to customise the website according to your interests

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in

place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being accessed. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website experience, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

If you believe that any information we are holding on you is incorrect or incomplete, please email us as soon as possible, at **Food Allergy Reactions Reporting** office@foodallergyreaction.report

Food Allergy Reactions Reporting is a collaboration with Hasuk.co.uk