**Privacy**

The Dairy Group is firmly committed to the privacy of information provided by visitors to our websites. We actively comply with the UK Data Protection Act 1998.

**The information we collect**

We only collect identifiable information that is specifically and voluntarily provided by a visitor to our sites. Generally this includes name, email address, work address and other similar contact information. Any personal data supplied to The Dairy Group will be used solely for the purpose indicated on the web page requesting the information .

**To alter or remove your details**

We would ask that you keep us informed (by email or in writing) of any changes in your personal data or if you wish to have your details removed so that we may keep our records up to date at all times.

**Disclosure of personal information**

The Dairy Group will not sell, rent, trade or otherwise supply to third parties any personal information obtained from visitors. We will not disclose any personal information provided unless you have authorised us to so do, or if we are required to do so by law.

**Cookies**

We use cookies on our site. If you do not know what cookies are, or how to control or delete them, then we recommend you visit [http://www.aboutcookies.org](http://www.aboutcookies.org/) for detailed guidance.

We use Google Analytics to collect information about visitor behaviour on our website, which stores information about what pages you visit, how long you are on the site, how you got here and what you click on. This Analytics data is collected via a JavaScript tag in the pages of our site and is not tied to personally identifiable information. We therefore do not collect or store your personal information (e.g. your name or address) so this information cannot be used to identify who you are. You can find out more about Google’s position on privacy at <https://www.google.com/intl/en/policies/privacy>.

If you choose to sign up for news email updates we will use cookies to store your login details. This is necessary to enable you to log in and change your mailing preferences.

Currently we operate an ‘implied consent’ policy which means that we assume you are happy with this usage. If you are not happy, then you should either not use this site, or you should delete the cookies having visited the site, or you should browse the site using your browser’s anonymous usage setting (called “Incognito” in Chrome, “InPrivate” for Internet Explorer, “Private Browsing” in Firefox and Safari etc.)

**Access to data**

You have the right to be told what personal information we hold about you on our databases. Should you require this please write to The Data Controller, The Dairy Group, New Agriculture House, Blackbrook Park Avenue, Taunton, TA1 2PX, stating your full name, address and email address that you would have registered. A small administrative charge will be made for fulfilling this request.