



C. Morton & Sons Ltd.
T/A Morton's,
15-17 Dunville Avenue
Ranelagh, Dublin 6.

23/05/2018

Dear Account Holder,

At Morton's we take our role as custodians of your personal information very seriously. As you trust us to look after your information, we want to make sure we communicate changes to our **Privacy Policy** as clearly and simply as possible, so you can be sure that your information is safe and secure.

At our offices in our store in Dunville Avenue, we secure your account information on a password protected computer database. This information can only be accessed by Morton's staff and is only used by our office administrators to manage your account.

Our computers, email system, accounts software, banking software and accounting software are encrypted with secure passwords. Our store and offices at Dunville Avenue are protected by an alarm system and all offices are securely locked outside of opening times.

For further details on our privacy policy please refer to the document attached. Thank you for your continued custom.

Best Regards,

Morton's

Privacy Policy

Information We Collect

To manage your account, fulfil orders and request payments you must provide us with certain information, such as your name, email address, postal address and payment information. You may choose to provide us with additional information should this be required to manage your account.

Why We Need Your Information and How It Is Used

We rely on several legal bases to collect, use and share your information, including: as needed to provide our services, such as when we use your information to fulfil an order, process an account payment, or provide customer support. We do not share your information with third parties and your information will not be used for marketing. Your name and credit/debit card details will only be used to process account payments through our bank.

Information Sharing and Disclosure

If we sell or merge our business, we may disclose your information as part of that transaction, only to the extent permitted by law. We may collect, use, retain, and share your information if we have a good faith belief that it is reasonably necessary to: (a) respond to a legal process or to government requests; (b) enforce our agreements, terms and policies; (c) prevent, investigate, and address fraud and other illegal activity, security, or technical issues; or (d) protect the rights, property, and safety of our customer, or others.

Data Retention

We retain your information only for as long as necessary to provide you with our services and as described in our Privacy Policy. However, we may also be required to retain this information to comply without legal and regulatory obligations, to resolve disputes, and to enforce our agreements. We generally keep your data for 4 years.

Transfer of Personal Information Outside the EU

We will not transfer your information outside the EU unless required to do so for legal reasons.

Your Rights

As a resident of the EU, you have several rights in relation to your personal information. Access. You may have the right to access and receive a copy of the personal information we hold about you by contacting us using the contact information below. Change, restrict, delete. You may also have rights to change, restrict my use of, or delete your personal information. Absent exceptional circumstances (like where we are required to store data for legal reasons) we will generally delete your personal information upon request. Object. You can object to the processing of some of your information based on our legitimate interests. In such cases, we will delete your personal information unless we have compelling and legitimate grounds to continue using that information or if it is needed for legal reasons. Complain. If you reside in the EU and wish to raise a concern about our use of your information (and without prejudice to any other rights you may have), you have the right to do so with your local data protection authority.

How to Contact Us

For purposes of EU data protection law, we, C Morton & Sons Ltd. are the data controller of your personal information. If you have any questions or concerns, you may contact us by email at info@mortons.ie. Alternatively, you can send us a mail us at: C. Morton & Sons Ltd, 15-17 Dunville Avenue, Ranelagh, Dublin 6, Ireland. Our contact number for account queries is (01) 4971254.