Asda privacy policy

Asda Mobile

**Personal data includes**

a) All information provided by you on activating your Mobile/SIM card; as part of your use of the services; and/or should you choose to register your use of your Mobile number with us 0cf333

b) Call, network and traffic information generated by your use of the Service covered by these terms and conditions or your use of products, services and content accessed via or facilitated by your use of the services covered by these terms and conditions, including but not limited to your Mobile number, the numbers you call, the type, date, time, location, duration and cost of calls, messages or other communications.

c) Information obtained from third party sources such as our suppliers, marketing organisations or credit reference agencies 0cf333

d) If you have special needs we may process sensitive personal data about your health, where you have advised us of those special needs 0cf333

e) Information provided by you about another person. It is your responsibility to ensure that the other individual is aware and has agreed to you passing on such information to us or our partner EE 0cf333

**Your personal data may be used for the following general business-related purposes**

a) Passed onto our partner EE to assist them in running the Network and providing the services, whether that use is direct or indirect 0cf333

b) Account management such as charging enquiries, and to provide customer care activities (including answering your queries).

c) Processing your applications and orders, and to supply and manage any services or products which we provide.

d) Monitor and maintain the quality and security of the Network (which is provided by our partner, EE) and the services.

e) Protect us, our assets, including any intellectual property rights and our brand, our employees and customers from activities that might cause loss or damage.

f) Comply with any legal, governmental or regulatory requirement imposed on us or in connection with legal proceedings, including in connection with the transfer of any part of our business in respect of which you are a customer or a potential customer.

g) Analyse for the purposes of understanding our customers’ use of our products and services, individual needs and business trends in order to develop and improve our and our group companies’ products and services, new developments, tariffs, special offers, discounts and awards.

h) Activities connected with the running of our business such as personnel training, testing and maintenance of our IT systems.

**Use of personal data for marketing purposes**

a) We or other members of the ASDA group of companies will use your information to send you marketing messages about our products, services, special offers, discounts and awards by post, telephone and other electronic messaging services such as sms, mms or video 0cf333

b) We may also contact you about the products and services of carefully selected third parties, which we believe may also be of interest to you – without passing control of your personal data to the third party concerned.

c) If you do not wish to receive these marketing messages from ASDA or wish to change any previously stated preferences, you can notify us by:

* i) sending a Free SMS to 2732 with the word Stop; or
* ii) calling the ASDA Mobile Helpline on 2732 from your Mobile or 0800 079 2732 from any other phone; services provided by third parties In the case of services provided by external parties, ASDA Mobile cannot guarantee that such “stop” messages sent in response to those messages will not be chargeable and should be assumed as attracting a charge.

**Inclusion in directory services**

We do not include your personal data in any directory or directory enquiry service whether managed by us or a third party, unless you agree to its inclusion. If you wish to have your personal data included in such services, you should contact our ASDA Mobile Helpline.

**Disclosure of your personal data**

a) We may share your information with our companies in the Wal-Mart Group, some of which are based outside the European Union, who may use your information for the purposes set out above and who are subject to Wal-Mart policies on data protection and security 0cf333

b) We may also pass your personal data to certain third parties 0cf333

(some of which may be based outside of the European Union) where this is either required by law or necessary in order to carry out the services that we provide to you or that you have chosen to use. We will take all necessary steps to ensure that those third parties treat your personal data in accordance with Wal-Mart policies on data protection and security.

c) If you wish to use our products or services abroad, for example, if you wish to roam on a network abroad, it may be necessary to transfer your information outside of the European Union to that country 0cf333

d) Our partner EE will be undertaking some of the marketing and customer services responsibilities on our behalf. Therefore, by using your Mobile you consent to your personal data being shared with EE and any of the companies within the EE Group 0cf333

# **ASDA WiFi Privacy Policy**

Your privacy is really important to us, and we understand how important it is to you. Our aim is to be as clear and open as possible about what we do and why we do it. ASDA is committed to the privacy of all its customers.

This privacy policy describes stores how we use your personal information which may be collected when you use the ASDA Free WiFi Service. This Service is run on ASDA’s behalf by BT 0cf333

Please read this privacy policy carefully before using the WiFi Service.

## **Your Personal Information**

When you use the WiFi Service, the following Personal Information will be collected from you or your mobile phone, tablet or other device 0cf333

* Your name and email address
* Location data and device identifiers (MAC Address and IMEI Number)
* How you use the WiFi Service
* Your communications with us or BT in connection with the WiFi Service
* Your marketing preferences

## **How we use your Personal Information**

We will use this Personal Information to deliver the ASDA Free WiFi Service including troubleshooting services and for the purposes described below 0cf333

## **Marketing**

We may use your Personal Information to inform you, by letter, phone, SMS, email or otherwise, about special offers and products and services that we think may be of interest to you 0cf333

If you do not wish to receive such marketing, you can opt when registering to use Asda Free Wifi or by using the link at the bottom of our emails, the STOP function on SMS and the FREEPOST address on postal mailings.

## **Market research**

From time to time, we may also use your Personal Information to contact you for market research purposes 0cf333 .

We may contact you by letter, phone, SMS, email or otherwise. See the [Marketing section](https://www.asda.com/help/wifi-privacy-policy#marketing) above to learn how you can opt-out of such communications.

## **Who we share your Personal Information with**

We will not sell, distribute or lease your Personal Information to third parties (other than our Partners) unless you say we can or are required by law.

We need to share your Personal Information with BT in order, to provide the ASDA Free WIFI service 0cf333

We may need to share it with our advisors and appropriate third parties for the purposes of fraud prevention, or if ASDA itself, or any of our business is bought or sold 0cf333

We may also be required by law to share it with police or government agencies for crime prevention and detection and for national security purposes 0cf333

## **Security**At ASDA, Personal Information security is very important and we have taken many steps to make sure your shopping experience with us is secure.. In order to prevent unauthorised access or disclosure of your Personal Information, we have put in place suitable physical, technical and organisational measures to protect and secure Personal Information.

## **Storage of your Personal Information**

We will not store your Personal Information for any longer than necessary. However we may be obliged by law to store your communications and Personal Information including activity logs 0cf333

and we may need to show details of these to government or authorised officials upon request.

## **Your Rights**

You have a right to access the Personal Information that is held about you. To obtain a copy of the Personal Information ASDA holds about you, please write to us at the following address enclosing your postal order or a cheque for £10, which we are entitled by law to charge, payable to ASDA Stores Limited.

**Contact Details**

**Email:** [DataProtection@asda.co.uk](mailto:dataprotection@asda.co.uk)  
**Address:** Data Privacy Officer  
Compliance Team  
ASDA Stores Limited  
ASDA House  
Great Wilson Street  
Southbank  
Leeds  
LS11 5AD 42

## **Notification of changes to this Privacy Policy**

If at any point we decide to use Personal Information in a way different from that told to you at the time it was collected, we will tell you. You will have a choice as to whether or not we use your Personal Information in this different manner.

## **Contact us/give us feedback**

We want to make sure we're giving you the Personal Information about privacy and security that you want - let us know what you think. If you have any feedback, questions or concerns, please contact us.

**Thank you for visiting our Privacy Policy for our WiFi Service.**

**Asda Gift Card – Privacy Policy.**

**Our Privacy Mission Statement:**

At ASDA, we value the trust placed in us by customers, suppliers and colleagues who give us their personal data. Data security is one of our highest priorities and we aim to be as clear as possible about what we do with personal data and why we do it.

**Our Privacy Statement for ASDA websites**

Your privacy is really important to us, and we understand how important it is to you. Our aim is to be as clear and open as possible about what we do and why we do it. ASDA is committed to the online privacy of all its users.

This Privacy Policy regulates the use by ASDA and its partner companies of the information you provide when using ASDA websites.

ASDA Gift Cards is operated by SVM Global, a trading name of SVM Global ("we", "our") under contract with ASDA

We operate this site in order to promote products and services and, where these are provided by our partners, to be the interface between our customers and our partners. Our partners may have their own privacy policies which you should also view.

Where we refer to an order in this policy, this includes an order for goods or services, registration on a site, an application for a quotation or application for a product or service or opening an account.

**Information We Collect**

To be able to use this service we have to collect certain information from you. As part of this, you are required to give your contact information. We use the information given to us by you to provide the service you request from us in the way that is set out in this privacy policy. You can change your registration details easily through the account facilities available on the website or by getting in touch with our Data Privacy Officer at the address below.

**User name and password –**if we collect a user name and password, this is so we can keep your information safe and so that we can have your information to hand each time you visit us.

**Name, address and postcode –**without this we won't know where to send your order or to whom. We also use postcodes to quickly get your full address to save you typing it out, and in some cases to identify whether we deliver or offer services in your area.

**Age/date of birth –**we may need to collect your age or date of birth in order to be able to sell you certain products, such as insurance, financial services products or alcohol, and we may also use this to send you age or birthday related offers if you agree.

**Email address –**we send a confirmation of your orders via email.

**Telephone numbers –**if there are any problems with your order or we need to check anything, we need to be able to contact you quickly.

**Where you heard about us –**we may ask you this to help make our marketing more efficient.

**Correspondence –**if you contact us we may keep a record of that correspondence.

**Sensitive personal data –**sensitive personal data includes, for example, information related to your health, race or ethnic origin or religion. We may need sensitive personal data from you for certain products and services, and in some cases, we may be able to assume sensitive personal data about you from the information you provide. By letting us have any sensitive personal data, you expressly consent to us using and telling others about any of your sensitive personal data 0cf333

so we can provide you with the goods or services requested by you in the way set out in this Privacy Policy.

**Third party information –**if you give us information about another person, (for example if someone else is taking delivery for you or is included in the purchase of a product) you confirm that you have identified ASDA to them and told them what we will use their information for, as set out in this Privacy Policy and that they have given permission for us to be able to use their personal information in the manner described.

**IP addresses –**when you visit our site, we will automatically receive your IP address, a unique identifier for your computer or other access device 0cf333

You may also provide us with personal information if you contact customer services 0cf333 .if you enter promotions or competitions run by us or if you get in touch with us in some other way, for example by way of an email facility provided on the website 0cf333

**How We Use The Information We Collect**

Our main uses of your information are explained above which in general is to process your orders, as well as to help us understand your needs and provide you with a better service. Your account may be used to store information about your previous purchases, personal preferences and shopping lists. But you should also be aware of the following uses:

**Marketing –**we (including our group companies and partners) and carefully selected third parties may use the information we collect to inform you, by letter, phone, SMS, push notification or equivalent, or email, about offers, products and services that we think may be of interest to you and we may tell you about other organisations' products and services. We will tell you about this when we collect your information and if you do not wish to receive these communications, please let us know. You can change your mind at any time by going to the account facilities available on the website or by contacting our Data Protection Officer at the address below. You can also unsubscribe following the instructions that we will include in any communication, such as email or text, we send to you.

**Customer care and correspondence –**as part of our customer care procedures, we may follow-up, either by letter, phone, SMS or email, customers who have purchased goods or services from our website or who have posted comments about ASDA on the internet, for example to resolve a complaint or to ask for a testimonial.

**Market research –**from time to time, we may also use your information to contact you for market research purposes. We may contact you by letter, phone, SMS or email.

**Personalise shopping –**we may personalise your experience by using your past purchases and browsing habits to present special offers and new products and services that we think may be of interest to you. As technology develops this will really help us to improve our service to you.

**Website improvement –**to help us design our website and improve your experience, we may collect information about the way you use and access our website. Our web system collects information about each visitor, including IP address, the length of time spent on the website and the order in which pages are visited. We may employ third party experts to help us look at this information. However, we make sure that anyone we employ treats all information with the same sensitivity and security that we treat it. This is explained in more detail in the cookies section below.

**Fraud Prevention –**in order to protect our customers and us from fraud and theft, we may look at the information that we get from making identity checks and other information in our customer records, including how you conduct your account, and may pass this to other group companies, other retailers and to financial and other organisations (including law enforcement agencies) involved in fraud prevention and detection, to use in the same way. When you apply for products or services through our website you may also be required to go through a more detailed credit check on terms which will tell you about you first.

**Cookies**

Our sites use a number of different cookies. Below we explain the cookies we use and why we use them.

There are two broad categories of cookies:

* **Persistent cookies**
* Persistent cookies remain on your device until deleted manually or automatically.
* **Session cookies**
* Session cookies remain on your device until you close your browser when they are automatically deleted.

**Cookies we use and why we use them:**

* **Essential cookies**
* Essential cookies are technical cookies that are required for the operation of our sites. Without essential cookies our sites cant operate properly. Essential cookies include, for example, cookies that enable you to log into secure areas.
* **Performance cookies**
* Performance cookies allow us to recognise and count the number of visitors to our sites and to see how visitors move around them. This helps us to improve the way our sites work by enabling us to tailor our sites to the way visitors use them. The information we collect from performance cookies is aggregated which means that we cannot identify you from it.
* **Experience cookies**
* Experience cookies allow our sites to remember the choices you make. 0 Our sites use experience cookies to provide you with enhanced and personalised features. For example, we use information collected through what are known as web-analytic cookies to compare the choices you make to those of our other customers so that we can learn from those choices. Information collected by experience cookies cannot track your browsing activity when you leave our sites to browse other sites.
* **Marketing cookies**
* Marketing cookies record your visits to our sites, the pages you have visited and the links you have followed. We use this information to make our sites and the advertising displayed on them more relevant to your interests. For example sometimes we use marketing cookies to limit the number of times that you see an advert. Sometimes we share information about your browsing activity, (which we have collected from cookies), with our advertising partners. They may use this information to advertise products, which may interest you, on other sites.

**Your right to refuse cookies and what happens if you refuse them**

You can refuse cookies by activating the relevant setting on your browser. However, if you do so you may not be able to access all or parts of our sites. If you carry on using our sites and do not change your browser settings we will assume you consent to us using cookies as described above.

**Who We Share the Information With**

We will not sell your personal information to third parties other than our subsidiaries, affiliates or parent companies unless you say we can (for example for carefully selected third parties to contact you) or are required by law. We may share your information with third parties to process and fulfil your order, to provide services you request, for business analysis purposes, for the purposes of fraud prevention or if ASDA itself, or any of our business is bought or sold 0cf333

**Market Research –**we may provide information at an aggregated statistical level about our customers, sales, traffic patterns and related site information to third parties, but this information will not identify individuals.

**Processing by third parties –**from time to time we may employ other companies and individuals to perform functions on our behalf. Examples include completing orders, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, confirming contact details, looking at information, providing marketing assistance, providing search results and links (including paid listings and links), processing credit card payments and providing customer service (such as through our call centre staff located in the UK or South Africa). They have access to personal information needed to perform their functions, but may not use it for other purposes. They must also process the personal information as set out in this Privacy Policy and as permitted by the UK's Data Protection Act.

**International transfers –**in order to carry out the steps set out above we may send your personal information outside of the European Economic Area and, if necessary, across international borders 0cf333 . The data protection laws in these countries may not be as comprehensive as in the European Economic Area. However, we have taken appropriate steps to make sure the same level of protection for the processing carried out in these countries as within the European Economic Area. Any details you provide may be electronically sent to the US to our parent company Wal-Mart Stores Inc., which helps us in running our websites. However, any such information will be dealt with in accordance with the UK's Data Protection Act.

**Storage of Data**

We will not store your personal information for any longer than we need to, however we may be obliged by law to store your communications and personal information including activity logs and we may need to show details of these to government or authorised officials upon request. Like many websites, we use log files to monitor the effectiveness of our online marketing programmes.

**Access Rights**

You have a right to access the personal information that is held about you. To obtain a copy of the personal information ASDA holds about you, please write to us at the following address enclosing your postal details and a cheque for £10, which we are entitled by law to charge, payable to ASDA Stores Limited:

Data Privacy Officer,   
Privacy Team,   
ASDA Stores Limited,   
ASDA House,   
Great Wilson Street,   
Southbank,   
Leeds,   
LS11 5AD

**Security**

At ASDA, information security is very important and we have taken many steps to make sure your shopping experience with us is secure. Information about you will be kept safe and secure. In order to prevent unauthorised access or disclosure of your information, we have put in place suitable physical, electronic and managerial procedures to protect and secure information that is collected online.

**Keeping your information secure -**to help us keep your information confidential you should:

* Keep your password secret.
* Never distribute the website addresses for pages that you have looked at while logged in as a registered customer.

**Password –**you should choose a password that is not obvious or known to anyone else. You should never give a third party your password, as you will be responsible for all activity and charges incurred through use of your password whether authorised by you or not.

If you forget your password, you can request a new password, which will be emailed to the address we hold for you. You can change your password anytime through the account facilities on the website. Should we think that there is likely to be, or has been any breach of security, we may change your password and notify you of the change by email.

**Security in our offices –**access to your information is restricted in our stores and offices. Only employees who need the information to perform a specific job are granted access to personal data. The servers that store this information are kept in a secure environment.

**Links**

Our website may contain links to let you to visit other websites of interest easily. Once you have used these links to leave our website, you should be aware that we do not have any control over that other website. As such we cannot be responsible for the protection and privacy of any information which you provide whilst visiting these websites, and they are not governed by this Privacy Policy. ASDA is not responsible for any products and/or services featured on any third party website. You should exercise caution and look at the Privacy Policy applicable to the website in question.

**Notification of Changes to This Policy**

If we decide to change our Privacy Policy, we will post these changes on this website so you know what information we collect and how we use it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will tell you. You will have a choice as to whether or not we use your information in this different manner.

**Feedback**

We want to make sure we're giving you the information about privacy and security that you want - let us know what you think. If you have any feedback, questions or concerns, please email us at dataprotection@asda.co.uk.