

Privacy Policy

Last updated: January 2026

1. Introduction

PIEA Ltd (“we”, “us”, or “our”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you interact with us, including through our website, email sign-ups, and communications.

2. Who We Are

PIEA Ltd is a small boutique food and beverage business operating in the United Kingdom. For the purposes of UK data protection law, PIEA Ltd is the data controller responsible for your personal data.

3. Information We Collect

We may collect and process the following personal information:

- Your name (if provided)
- Your email address
- Any information you choose to provide when contacting us
- Technical data such as IP address or basic analytics data (if applicable)

4. How We Use Your Information

We use your personal information only where permitted by law. This includes:

- Responding to enquiries
- Managing our interest ledger or mailing list
- Notifying you about product availability, releases, or updates (where you have consented)
- Improving our website and communications

5. Legal Basis for Processing

Under the UK General Data Protection Regulation (UK GDPR), the legal bases we rely on include:

- Consent – where you have opted in to receive communications from us
- Legitimate interests – where processing is necessary for operating and improving our business, and does not override your rights

6. Marketing Communications

We will only send you marketing or promotional emails if you have explicitly opted in. You can unsubscribe at any time by using the link in our emails or by contacting us directly.

7. How We Store and Protect Your Data

We take appropriate technical and organisational measures to protect your personal data. Your information is stored securely and access is limited to those who need it to operate PIEA Ltd.

8. Data Retention

We retain your personal information only for as long as necessary for the purposes it was collected, or until you withdraw your consent.

9. Sharing Your Information

We do not sell your personal data. We may share your information with trusted service providers (such as email or website service providers) only where necessary and under appropriate safeguards.

10. Your Rights

Under UK data protection law, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate data
- Request deletion of your data
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner's Office (ICO)

11. Cookies

Our website may use cookies. Where required by law, we will ask for your consent before using non-essential cookies. Further details can be found in our Cookies Policy.

12. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website.

13. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact us at: legal@piea.co.uk