

## Privacy Policy

Cotta Digital Services Limited ("Cotta", "we", "us", "our") is a private limited company incorporated in England with the company number 16714780, whose registered office is at 34-35 Clarges Street, London, United Kingdom, W1J 7EJ.

This Privacy Policy describes how Cotta uses your data when you engage with our services either as a Consumer or as a Partner.

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

If you have any questions about this notice, including any requests to exercise your legal rights, please contact us at [hello@cottavita.com](mailto:hello@cottavita.com) or by writing to 34-35 Clarges Street, London, United Kingdom, W1J 7EJ.

This notice was last updated on 21st November 2025.

## How do you use my data?

### Customers

- **When you create and log into your account and place orders** we will collect your name, email address, phone number, address, your payment details and order history. We collect this in order to take steps to enter into a contract with you and allow you to purchase goods on our platform.
- **When you create a tailored profile and for the ongoing use of the services** we will collect your dietary requirements, preferences, purchasing habits, feedback and survey responses. We collect this personal data with your consent and use it to provide you with tailored information about products we think you would like.
- **Automated Decision-Making:** We may use automated systems to match customers with relevant producers based on location, suggest products based on your preferences and order history, and detect potentially fraudulent transactions. You have the right to object to automated decision-making and to request human review of any automated decisions that significantly affect you.

### Partners

- **When you create an account to become a partner to our marketplace** we will collect your name, email address, phone number, address, and company name. We collect this in order to take steps to enter into a contract with you and allow you to sell goods on our platform.
- **When you create a tailored profile and sell products through our marketplace** we will collect your contact details, profile information, VAT number, legal business name, main business address, information relating to the nature of your business, products offered and availability, promotions available, order records, and fulfilment windows. We collect this in order to take steps to enter into a contract with you and allow you to sell goods on our platform.

### Customers and Partners

- **When you contact us** either by phone, email, via our website, our app or via social media, we will usually collect your name, social media handle, contact details, device information, and any other information you provide because it's in our legitimate interest to make sure we can properly respond to your query or feedback.
- **To send you updates about your order.** Where you consent, we will send you push notifications through our mobile app and SMS messages regarding order confirmations,

preparation status, dispatch notifications, and delivery updates. You can manage your notification preferences in your account settings or device settings at any time.

- **To send you marketing information.** Where you have previously expressed an interest in our products or services we will use your name and email address to send you updates because it is in our legitimate interests to promote our other products and services we think you might be interested in.

Where you are a new customer and have opted in via our platform to receive updates on our products and services including offers, promotions and new options, we will process your personal data to provide you these updates in line with the preferences you have provided and will only use your personal data in this way with your consent.

You can withdraw your consent to marketing at any time by contacting us or, where relevant, by following the unsubscribe link in any marketing communication you receive from us.

- **When you use our website or our app and consent to our use of cookies** we will collect information about how you use our website or our app. We may use your personal data contained within this information to improve our website or app and to better understand how people use them. More details on the information we collect and how we do this is set out in our Cookie Policy.
- **Where you enter a competition** we will collect your name, email address and any other personal data that forms a part of the entry (this may differ depending on the competition, promotion or survey). We do this under our legitimate interest to run our promotions effectively and to award the prizes to the winner.
- **To make our services better.** We may analyse your data to understand how you use and interact with our services and how effective they are in order to improve our offering and your overall experience. We do this as it is in our legitimate interests to provide the best possible service and improve our products and services.
- **If our business is sold.** We process your personal data for this purpose because we have a legitimate interest to ensure our business can be continued by the buyer. If you object to our use of your personal data in this way, the buyer of our business may not be able to provide services to you.

## Who do you share my data with?

- **Business partners, suppliers and subcontractors (e.g. payment providers and IT providers)** for the performance of the contract we enter into with them or you,
- **Delivery providers and logistics companies** for the performance of the contract we enter into with you to deliver the products you order.
- **Partners when you place an order** for the performance of the contract. We share your name, delivery address, phone number, and order details with the relevant Partner(s) to enable them to fulfil your order. Partners may use this information to contact you regarding order preparation, dispatch, and delivery.
- **Other Customers and Partners** when you consent to leave reviews or feedback about Partners and their products.
- **Promotional events and marketing organisations:** we do not sell data for marketing purposes but may share your data with a collaboration brand including where we run a promotion alongside a partner brand. We will always tell you before and you will be given the chance to opt-out before we do this.
- **Regulators/ Authorities/ Enforcement Agencies** if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply

our terms of use and other agreements; or to protect our, our customers' and others' rights. This includes exchanging your personal data with other companies and organisations for the purposes of fraud protection.

- **Prospective buyers of our business** under our legitimate interest to ensure our business can be continued by the buyer.

## Where do you store my data?

We store your data on third party servers which are based in the UK. When working with third parties we may need to transfer your personal data outside of the UK and / or EU.

Whenever we transfer your personal data outside of the UK and the EU, we ensure it receives additional protection as required by law. To keep this notice as short and easy to understand as possible, we haven't set out the specific circumstances when each of these protection measures are used. You can contact us for more information about this.

## How long do you keep my data for?

We will only retain your personal data for as long as we need it unless we are required to keep it for longer to comply with our legal, accounting or regulatory requirements.

In some circumstances we may carefully anonymise your data so that it can no longer be associated with you, and we may use this anonymised information indefinitely without notifying you. We use this anonymised information to improve the way we work and our services.

## What are my rights under data protection law?

You have various other rights under applicable data protection laws, including the right to:

- **access** your personal data (also known as a "subject access request");
- **correct** incomplete or inaccurate data we hold about you;
- ask us to **erase** the personal data we hold about you;
- ask us to **restrict** our handling of your personal data;
- ask us to **transfer** your personal data to a third party;
- **object** to how we are using your personal data; and
- **withdraw** your consent to us handling your personal data.

You also have the right to lodge a complaint with us or the Information Commissioner's Office, the supervisory authority for data protection issues in England and Wales.

Please keep in mind that privacy law is complicated, and these rights will not always be available to you all of the time.

## Cookie Policy

Our platforms uses cookies to distinguish you from other users. This helps us to provide you with a good experience when you browse our website or app and also helps us make improvements. For further information on the cookies we use, please visit our Cookies Policy.