

# Privacy notice - Alerts service

Information on our alerts service's privacy policy, why we require data, what we do with the data and your rights.

## Why we need it

The Food Standards Agency will act as the 'Controller' of the personal data provided to us. We need to collect this information for the purpose of sending notifications by email or SMS to subscribers of food alerts, allergy alerts, our news and consultations.

You have consented to provide this information to us. You can unsubscribe from the service at any time.

By signing up you also consent to receiving other information and alert updates from us.

These may include updates on:

- information relating to topic/s selected in user subscription preferences
- general website / service updates
- our user surveys

## How and where we store your data and who we may share it with

We will retain personal information until you unsubscribe from this service or the contact details you have provided are no longer valid. For more information, please see the [How and where we store your data and who we may share it with](#) section in our Personal Information Charter.

## International transfers

For more information on International transfers, please see the [International transfers](#) section in our Personal Information Charter.

## EU citizens

For more information on EU Citizens Privacy Notice, please see the [EU citizens](#) section in our Personal Information Charter.

## Your rights

For more information on your rights, please see the [Your rights](#) section in our Personal Information Charter.

## Contact us

If you have any queries concerning this Privacy Notice, your personal information or any questions on our use of the information, please email our Data Protection Officer in the FSA, who is the Information Management and Security Team Leader using the address below.