

Grocery and Shopping

Data Download Guide

Digital Prosumer Platform Data Tagging:

Category	Sub-Category	Supplier	Data	Format
Shopping & Purchase History	Grocery	Asda	Transactions	?
		Morrisons	Transactions	?
		Sainsbury's	Transactions	?
		Tesco	Transactions	?
		Waitrose	Transactions	?

How do I download my grocery/shopping data?

If you shop online, you should be able to download your transactions through your online account. Please export these transactions to a machine readable file format like comma separated variable (.csv) format if given the option over a PDF.

If you shop instore, you will need to request your data through a mechanism called a Subject Access Request (SAR). Under the Data Protection Act 1998, you have the right to request personal data held about you. Part of the goal of the Digital Prosumer project is to test this mechanism and see whether companies will release this data and what format they provide it in. Most companies charge a £10 administration fee for this facility and will request identification confirmation to prove that you are the subject. The DP team will refund you of this fee (please provide evidence of payment).

Each supermarket has a different method/address for SAR correspondence. Try to request as much data as possible in each request (i.e. give a wide date range).



Tesco provide an email address specifically for SARs so the process can be completed online.

1. Send an email to subjectaccess.request@uk.tesco.com. The actual content of the email does not matter as you will receive an automatic reply with the attached information needed to complete the SAR process.
2. Complete the form attached to the automatic reply email and provide necessary identity checking.
3. Edit the text at the end of this document (entitled **SAR Content**) with your personal information.
4. Choose one of the payment options described in the automatic reply.
5. Paste the SAR Content text into a new email, attach the completed form from Step 2, and reply back to the automatic reply as per instructed.
6. Tesco have 40 days from receipt of the email to respond to your request.
7. Please keep a record of all correspondence, payments and data send/received as you will be asked about the process.
8. The data you receive back should be in electronic format, and it is this that you will need to upload to the Digital Prosumer Platform ready for trading.

The processes for the other supermarkets are paper-based and have not yet been tested so these instructions might differ from any instructions you receive during the process. Please keep a record of any differences and notify a member of the DP research team.

In all instances, please use the standard SAR Content included at the bottom of this document to request your data, editing the fields with your personal data.



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 Protection Officer, Legal Department, ASDA Stores Limited, ASDA House, Great Wilson Street, Southbank, Leeds, LS11 5AD.

For further information you can visit <http://www.asda.com/help/privacy-policy.html> or email dataprotection@asda.co.uk (this cannot be used for SAR requests).



MORRISONS

You are perfectly within your rights to ask us whether we hold information about you and if so, for us to give you certain details about that information and/or the information itself. This right is commonly known as a 'subject access request'. Certain exemptions and conditions apply to this right, principally that it should be in writing and that you give us reasonable details about the information you want.

The Data Protection Manager, Wm Morrison Supermarkets PLC, Hilmore House, Gain Lane, Bradford, BD3 7DL

Other contact methods: <https://your.morrisons.com/Contact-Us/>

For more information: <https://your.morrisons.com/privacy-policy/>

Sainsbury's

The address you will need to write to is:

The Data Protection Manager, Sainsbury's Legal Services, 33 Holborn, London EC1N 2HT

See Sainsbury's Privacy Policy for more information:

<http://sainsburys.metafaq.com/resources/sainsburys/website/SainsburysPrivacyPolicy.pdf>

Waitrose

You have the right to request a copy of any information about you we hold at any time, and also to have that information corrected if it is inaccurate. To view any information you have disclosed, contact:

The Company Secretary, John Lewis Partnership, 171 Victoria Street, London SW1E 5NN

For more information:

https://www.waitrose.com/content/waitrose/en/corporate_information_home/corporate_information/legal_notices/security_policy.html

SAR Content

Please use the following text as a template for your SAR. You will need to edit your personal details.

Dear Sir or Madam,

Subject Access Request

Name: [Title Firstname Surname]

Address: [House Name/Number Street], [Town], [County], [Postcode]

Loyalty Card Number: [Card Number] [if applicable]

Please supply the information about me I am entitled to under the Data Protection Act 1998 relating to the personal information you hold about me, in particular:

- Full details of all shopping transactions (including item, quantity, price, discounts, date/time, store and loyalty card information associated with the transactions) made with the credit card number [XXXX XXXX XXXX XXXX], and/or Loyalty Card Number: [XXXXXXXXXX].
- Information related to any profiles or analysis completed based on me or my transactions;
- Between the dates: XX and XX;
- Whether any part of this information has been sold on to third-parties;
- [] In electronic format preferably (machine readable .csv format preferred), to the following email address: [x@x.x]

If you need any more information from me, or a fee, please let me know as soon as possible.

It may be helpful for you to know that a request for information under the Data Protection Act 1998 should be responded to within 40 days.

If you do not normally deal with these requests, please pass this letter to your Data Protection Officer. If you need advice on dealing with this request, the Information Commissioner's Office can assist you and can be contacted on 0303 123 1113 or at ico.org.uk

Yours faithfully

[Your Name]