Privacy Policy

Last updated January 2021

The Northern Flowerhouse and its operator are committed to protecting and respecting your privacy. This privacy policy (the “Policy”) sets out the types of personal data we collect and use when you access and visit <http://www.thenorthernflowerhouse.com> when you opt in receive our emails, contact us to enquire about our services or purchase items both on and offline and how that information maybe used and stored.

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Introduction: This policy covers the collection, processing and use of personal data when you use the website. When you supply any personal data to us we have legal obligations towards you in the way we use that data. For ease of reading, we have divided this policy into several sections:

It is important that you read this policy together with any other privacy notice or fair processing notices that we may provide on the website at or around the time that we collect or process personal data about you (for example, fair processing notices that we may display to you at the time that you sign up to receive e-mail updates) so that you are fully aware of how and why we are using that data. This policy supplements other notices including the website terms and conditions and the cookies policy, and is not intended to override or replace them. By visiting or otherwise using the website, you are agreeing to the practices set out in this policy. If, for any reason, you do not agree to the terms of this policy, please stop using this website and unsubscribe from the email service. We reserve the right to revise or amend this policy at any time to reflect changes to the business or changes in the law. Where these changes are significant, we will endeavour to let users of the websites know. However, it is your responsibility to check this policy before each use of the website - for ease of reference the top of this policy indicates the date on which it was last updated.

2. What is Personal Data and what do we collect? What is personal data?

Where this policy refers to ‘personal data’ it is referring to data about you from which you could be identified - such as your name, your date of birth, your contact details and even your IP address. By law all organisations in the UK are obliged to process your personal data in certain ways and to ensure that you are given an appropriate amount of information about how they use it. You also have various rights to seek information from those organisations about how they are using your data, and to prevent them from processing it unlawfully. For more information about these rights, please see the ‘Your Rights’ section of this Policy. Data we collect from you when you use the Website. Voluntary Provision of Data. When you voluntarily supply your personal data to us, for example where you; use the website to upload or send personal data, by filling out an enquiry form or a similar address, subscribing (opting in) to any of our publications, newsletters, entering a competition, or engaging in any similar activities in which you volunteer data about yourself) or where you contact us by post, telephone, e-mail or SMS, we may collect, store and use the personal data that you disclose to us. The information we collect from you may include your title, name, address, e-mail address, company, job title, date of birth, and phone number - but will depend on precisely what details you volunteer to us as you interact with the website. Automated Collection of Data and Cookie Policy. When you use <http://www.thenorthernflowerhouse.com> you can agree/opt-in to our cookie policies.

Some cookies are optional, none are nefarious. You can grant or withdraw your consent at any time. For more details and to manage your preferences please read our Cookies Policy.

Strictly Necessary Cookies

These cookies are required in order for the website to work properly. If you do not allow these cookies, some parts of the website may not work properly, such as logging in, submitting forms, and other standard website behaviour. The only way to disable these cookies is via your browser settings.

We may also collect information about you when you visit the Website through the use of technologies such as cookies. The following are examples of information we may collect:

• information about your device, browser or operating system;

• your IP address;

• information about links that you click and pages you view on our Website

• length of visits to certain pages

• subjects you viewed or searched for;

• page response times

• records of download errors and/or broken links;

• page interaction information (such as details of your scrolling, clicks, and mouse-overs);

• methods used to browse away from the page; and

• the full Uniform Resource Locators (URL) clickstream to, through and from this Website (including date and time).

We use the data described above for several different reasons. Firstly, we use it to ensure that the website works properly and that you can receive the full benefit of them. Second, we use the data to monitor online traffic and audience participation across the website. We undertake both activities because we have a legitimate interest in doing so.

The website data we collect for website data analysis does not individually identify you.

3. How and why do we use/share your information? How we use your information.

Where you provide us with your personal data to enable us to provide you with our services, we will use your data only for that purpose. We will not pass your data to any third parties who are not directly involved with the delivery of those services to you and we will never sell your data unless you have given us your specific permission to do so. Where you provide us with your e-mail address to subscribe to one of our newsletters or publications, or purchased goods and services with us.

Sharing your information

Depending on how and why you provide us with your personal data we may share it in the following ways:

• with analytics and search engine providers that assist us in the improvement and optimisation of this Website as described above;

• if we are under a duty to disclose or share your personal information in order to comply with any legal obligation, or if we are asked to provide your details to a lawful authority in order to aid in the investigation of crime or disorder; and/or

• in order to enforce or apply our website’s terms of use or terms and conditions; or to protect the rights, property, or safety of our company, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Service Providers

We use various service providers to provide us with a variety of administrative, statistical, and technical services. We will only provide service providers with the minimum amount of personal data they need to fulfil the services we request, and we stipulate that they protect this information and do not use it for any other purpose. They have individual privacy policies. If you are interested in those service providers and their policies please contact us via the form below.

The following is a list of the type of service providers we use to deliver our services:

• Web Hosting Services – to help us to host and deliver our website

• Mail Management Service Providers – to help us to deliver e-mails to people on our mailing lists

• Mail delivery companies – to assist us in distributing and delivering printed materials

4. For how long do we keep your information?

We will hold your personal information on our systems only for as long as required to provide you with the services you have requested or to perform the purpose for which that data was collected. Where you sign up to receive e-mail marketing from us we will retain your e-mail address on file should you ever ‘opt-out’ of receiving e-mails from us. We will retain your e-mail address in this way in order to ensure that we continue to honour and respect that opt-out request. In some circumstances you can ask us to delete your data: see ‘Your Rights’ below for further information.

5. Security

The Northern Flowerhouse takes the protection of your information very seriously. We use encryption to protect your personal data when appropriate, and all the information provided to us is stored on secure servers once we receive it. The Northern Flowerhouse may store your personal data in a secure third-party data centre. Please note that some of our service providers may be based outside of the European Economic Area (the “EEA”). These service providers may work for us or for one of our suppliers and may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal information, you agree to this transfer, storing or processing. Where we transfer your data to a service provider that is outside of the EEA we seek to ensure that appropriate safeguards are in place to make sure that your personal data is held securely and that your rights as a data subject are upheld. If you would like more information about the mechanism via which your personal data is transferred, please contact us. If we ever give you (or where you have chosen) a password which enables you to access certain parts of this website, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

6. Your Rights

As a data subject you have a number of rights in relation to your personal data. Below, we have described the various rights that you have, as well as how you can exercise them.

Overview: GDPR Terms and Conditions

6.1 If you have subscribed to our newsletter, entered a competition, are a customer or are a partner or business we have communicated with; you have the option to have your data removed from our database.

6.2 If you ask for your data to be removed, we will delete your data within 28 days of your contacting us. In this time will inform you what this means for you and your data.

6.3 If you would like your data in a portable or digital format, we may request a verification of your identity and upon confirmation of that data, will send that data in a readable CSV format and record this request of data in an audit log.

6.4 In the event of a data breach this will be recorded, and preventative measures will be taken within 72 hours.

Right of Access

You may, at any time, request access to the personal data that we hold which relates to you (you may have heard of this right being described as a “subject access request”). Please note that this right entitles you to receive a copy of the personal data that we hold about you to enable you to check that it is correct and to ensure that we are processing that personal data lawfully. It is not a right that allows you to request personal data about other people, or a right to request specific documents from us that do not relate to your personal data. You can exercise this right at any time by writing to us using the contact details set out here and telling us that you are making a subject access request. You do not have to fill in a specific form to make this kind of request.

Your Right to Rectification and Erasure.

You may, at any time, request that we correct personal data that we hold about you which you believe is incorrect or inaccurate. You may also ask us to erase personal data if you do not believe that we need to continue retaining it (you may have heard of this right described as the “right to be forgotten”). Please note that we may ask you to verify any new data that you provide to us and may take our own steps to check that the new data you have supplied us with is right. Further, we are not always obliged to erase personal data when asked to do so; if for any reason we believe that we have a good legal reason to continue processing personal data that you ask us to erase we will tell you what that reason is at the time we respond to your request. You can exercise this right at any time by writing to us using the contact details set out here and telling us that you are making a request to have your personal data rectified or erased and on what basis you are making that request. If you want us to replace inaccurate data with new data, you should tell us what that new data is. You do not have to fill in a specific form to make this kind of request.

Your Right to Restrict Processing

Where we process your personal data on the basis of a legitimate interest (see the sections of this Policy which explain how and why we use your information) you are entitled to ask us to stop processing it in that way if you feel that our continuing to do so impacts on your fundamental rights and freedoms or if you feel that those legitimate interests are not valid. You may also ask us to stop processing your personal data (a) if you dispute the accuracy of that personal data and want us verify that data’s accuracy; (b) where it has been established that our use of the data is unlawful but you do not want us to erase it; (c) where we no longer need to process your personal data (and would otherwise dispose of it) but you wish for us to continue storing it in order to enable you to establish, exercise or defend legal claims. Please note that if for any reason we believe that we have a good legal reason to continue processing personal data that you ask us to stop processing, we will tell you what that reason is, either at the time we first respond to your request or after we have had the opportunity to consider and investigate it. You can exercise this right at any time by writing to us using the contact details set out here and telling us that you are making a request to have us stop processing the relevant aspect of your personal data and describing which of the above conditions you believe is relevant to that request. You do not have to fill in a specific form to make this kind of request.

Your Right to Portability

Where you wish to transfer certain personal data that we hold about you, which is processed by automated means, to a third party you may write to us and ask us to provide it to you in a commonly used machine-readable format. Because of the kind of work that we do and the systems that we use, we do not envisage this right being particularly relevant to the majority of individuals with whom we interact. However, if you wish to transfer your data from us to a third party we are happy to consider such requests.

Your Right to stop receiving communications

Where we send you e-mail marketing communications (or other regulated electronic messages) you have the right to opt-out at any time. You can do this by using the ‘unsubscribe’ link that appears in the footer of each communication (or the equivalent mechanism in those communications). Alternatively, if for any reason you cannot use those links, or if you would prefer to contact us directly - you can unsubscribe by contacting us and telling us which communications you would like us to stop sending you.

Your Right to object to automated decision making and profiling.

You have the right to be informed about the existence of any automated decision making and profiling of your personal data, and where appropriate, be provided with meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing that affects you.

Exercising your rights

When you write to us making a request to exercise your rights, we are entitled to ask you to prove that you are who you say you are. We may ask you to provide copies of relevant ID documents to help us to verify your identity. It will help us to process your request if you clearly state which right you wish to exercise and, where relevant, why it is that you are exercising it. The clearer and more specific you can be, the faster and more efficiently we can deal with your request. If you do not provide us with sufficient information, then we may delay actioning your request until you have provided us with additional information (and where this is the case we will tell you).

Following confirmation of reason and on occasion identity, we will provide you with this information with 30 days.

7. Contact Details.

If you have any queries regarding this policy, if you wish to exercise any of your rights set out above or if you think that the policy has not been followed, please contact us