

Privacy statement

Why this privacy statement?

We process your personal data for the benefit of our service provision. We attach great importance to your privacy and we will therefore treat these personal details confidentially and carefully. Personal data is processed in accordance with the legal provisions such as the Data Protection Act and, from 25 May 2018, the General Data Protection Regulation (also known as GDPR). We would like to further inform you about this in this privacy statement.

Applicability of privacy statement

This privacy statement provides information about the processing of personal data by or on behalf of Stratford-upon-Avon in Bloom Ltd and only applies to the use of its members personal data and visitors to the website.

This privacy statement does not apply to websites of third parties, such as websites or apps to which Stratford-upon-Avon in Bloom Ltd refers on its website and in its emails. Stratford-upon-Avon in Bloom Ltd recommends that you consult the privacy policy of these third parties on the relevant websites.

Identity of Stratford-upon-Avon in Bloom Ltd

Stratford-upon-Avon in Bloom Ltd is responsible within the meaning of the Data Protection Act and – with effect from 25 May 2018 – the General Data Protection Regulation. This privacy statement provides information about the collection and processing of personal data by or on behalf of Stratford-upon-Avon in Bloom Ltd.

Stratford-upon-Avon in Bloom Ltd is known under Companies House number 9321530. Stratford-upon-Avon in Bloom Ltd has its registered office address 15 Warwick Road, Stratford Upon Avon, Warwickshire, CV37 6YW in the United Kingdom and can be reached on the email address: info@stratfordinbloom.org.uk.

How do we collect personal data?

Stratford-upon-Avon in Bloom Ltd can receive information from you in the following ways:

- Directly from you: for example, by entering into an agreement with us, if you contact us by email, telephone or in writing, register for activities or subscribe to our newsletter.
- Through our own website: for the purposes of carrying out, improvement and registration of our services, we collect various information through our website, by the use of cookies, among other things.

What personal data do we collect?

Stratford-upon-Avon in Bloom Ltd may process personal data about you because you use the services of Stratford-upon-Avon in Bloom Ltd and/or because you provide it to Stratford-upon-Avon in Bloom Ltd yourself when you fill in a contact form on the website. Stratford-upon-Avon in Bloom Ltd can process the following personal data:

- Contact details, including name, address, telephone number, email address, information about your garden, social media account(s) and any login details that you provided.
- We do not save payment and invoice details if you make an online payment via a third party. If you provide this information yourself to us in another way, for example, in writing or by email, it could be that it is stored.
- Website details – such as IP address, traffic and location data and information about the use of our website, and digital newsletters.

For what purposes do we collect your personal data?

Stratford-upon-Avon in Bloom Ltd uses personal data obtained in the first instance to carry out the agreement that we conclude with the customer in the context of offering services on our website, inclusion in Stratford in Bloom Competition, and for internal administration. More specifically, we ask you to share your personal data with us for the following purposes:

- For the benefit of entering into, maintaining and improving the contractual relationship with its (potential) customers and members or for improving the services.
- For the application and implementation of legal obligations.
- To make analyses regarding visiting behaviour on the website.
- To provide your personal promotions, offers, tips and information by email and/or post.
- To provide purchase related information such as user guides, usage tips, information, purchase receipts and related products.

- To provide information about future competitions and events organized by Stratford-upon-Avon in Bloom Ltd.

Stratford-upon-Avon in Bloom Ltd may send newsletters by email. If you no longer wish to receive a newsletter, you can use the unsubscribe link at the bottom of the newsletter.

Personal data is not used for purposes other than those described above.

With whom do we share your personal data?

Stratford-upon-Avon in Bloom Ltd will share photographs and address details of competition winners via social media and the press.

Stratford-upon-Avon in Bloom Ltd will share purchase information with the chosen supplier for the purpose of completing an order.

Stratford-upon-Avon in Bloom Ltd has taken the necessary organisational and contractual measures to ensure that personal data is processed and protected in line with European legislation.

What cookies do we place?

Our website uses cookies, with which technical information is saved. Cookies are small information files that a website leaves on your device, with which your activities on our website are followed. It concerns for example:

- the IP address of the visitor;
- the date and time of the visit;
- the URL of the referring site (the site from which the visitor originates);
- the pages visited on our website;
- information about the browser used (type and version, operating system, etc.).

We use technical information and cookies to facilitate your visit on the website and to optimise the performance and user experience of the website. Cookies can be placed both by Stratford-upon-Avon in Bloom Ltd itself and by other parties with whom Stratford-upon-Avon in Bloom Ltd cooperates.

Below is an overview of the types of cookies that are placed through the Stratford-upon-Avon in Bloom Ltd website:

Functional cookies

Stratford-upon-Avon in Bloom Ltd places cookies that are necessary for the website to function properly and to provide a requested service. These cookies are used to save certain user and preferred settings, to save any log in data and to optimise the user-friendliness of the website.

Analytical cookies

Stratford-upon-Avon in Bloom Ltd uses analytical cookies, such as the Google Analytics cookies, which collect information about the use of the website. These capture, among other things, the number of website visitors, the visited pages and the duration of their stay. The collected data is used to improve the service and optimise the content of the website to the wishes and needs of the users.

Stratford-upon-Avon in Bloom Ltd has not given any third party permission to use information obtained through Stratford-upon-Avon in Bloom Ltd for other services.

Tracking or advertising cookies

Tracking cookies are cookies that collect data about the (internet) behaviour of the website user. These tracking cookies are used to enable the user to make optimal use of our website. For example, these cookies are used to record information about the visit so that relevant information can be used for the convenience of the user on a subsequent visit, for example by filling in forms or offering ads that match the (search) profile of the user.

Disabling cookies

Most browsers are set to accept cookies by default, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, some features and services on our and other websites may not function properly if cookies are disabled in your browser.

Social media

On our website you can share information on social media, through the available social media buttons. The relevant social media can place cookies through these buttons. We have no influence on the use by these parties. They are responsible for the use and provision of data obtained in this way. The privacy policy and the general terms and conditions of the relevant social media are applicable to this use.

How long do we keep your data?

Stratford-upon-Avon in Bloom Ltd does not store your data longer than necessary for the implementation of the agreements and in any case no longer than 24 months after the agreement has been terminated, unless this is necessary to comply with a statutory obligation for retention.

The termination of an agreement in this case means the unsubscribing of a newsletter. If you wish to have your data removed in full, you can submit a request for this (see below).

What are your rights?

You must ensure that Stratford-upon-Avon in Bloom Ltd has the correct personal data. You can object to the use of certain data by Stratford-upon-Avon in Bloom Ltd, or request your data for inspection, correction and/or removal of your (personal) data in writing to the e-mail address info@stratfordinbloom.org.uk. Upon written request, any corrections made by you will be processed. Stratford-upon-Avon in Bloom Ltd will respond to your request as quickly as possible, but within four weeks. Complaints about the use of personal data can be directed to Stratford-upon-Avon in Bloom Ltd or to the legally competent institution in our country.

How do we secure your personal data?

Stratford-upon-Avon in Bloom Ltd takes the protection of personal data very seriously and takes appropriate physical, administrative, organisational and technical measures to prevent misuse, loss, unauthorised access, unwanted disclosure and unauthorised modification.

Should you still have the impression that your data is not properly secured or there are indications of misuse, or if you would like more information about the security of your personal data, please contact Stratford-upon-Avon in Bloom Ltd on info@stratfordinbloom.org.uk.

Changes

We can change our privacy policy. We will amend any changes to our privacy policy in this privacy statement. We therefore recommend that you regularly check our current privacy statement with regard to any changes.

Questions, comments, complaints

If you have any questions, comments or complaints in response to this privacy statement or about the way Greenfingers Charity handles your personal data, you can contact us by e-mail on info@stratfordinbloom.org.uk.