

# Privacy Notice

## **This Privacy Notice is for:**

Larch Cottage Nurseries Ltd.

It tells you what we do with your personal data, the legal bases we use for our processing, how long we keep it and your rights as an individual.

## **About us**

Larch Cottage Nurseries is an independent family business established in 1985. Committed to horticultural excellence and offering what we hope is a unique and inspirational experience to those who visit we strive continually to be the best we can. Larch Cottage Nurseries comprises of the Nursery, La Casa Verde our Restaurant, Red Barn Gallery and Shop and also our Mail Order business.

## **How we collect information**

If you visit us, or communicate with us via our website, post, email or social media pages, or sign up for newsletters, enter competitions or apply for a job with us, we may collect personal data about you.

## **What information we may collect**

We may collect personally identifiable information, like names, addresses, email addresses – the information collected is voluntarily submitted by our customers/visitors to fulfil their specific request.

In addition, information may be given of a sensitive nature such as dietary needs or disability requirements - this is called 'Special Category Data' and the law says that this needs extra protection.

## **Why we collect information about you**

If anyone can be identified by any information that we collect, this information is called 'personal data'. Data protection law says that we must have a reason or 'purpose' for collecting and using personal data. Our reasons are:

- To sell you our products
- To contact customers through our e-newsletter
- To run competitions
- To run events such as our book club or workshops
- To take bookings for the restaurant
- To enable you to contact us through our website, by phone or email
- To operate CCTV
- To recruit people to work for us
- To keep internal records
- To keep you informed about changes to our services

## **How we ensure that the processing we do is lawful**

We cannot use your personal data for any reason unless we have a legal basis to do so. By law we are required to tell you the legal bases upon which we rely in processing your personal information. The legal bases we principally rely upon are these:-

- (i) it is necessary for the performance of a contract between us for the provision of services or in order to take steps at your request prior to entering into such a contract; and/or
- (ii) it is necessary for the purposes of the legitimate interests of pursuing and developing our business, where such interests are not overridden by your rights or interests.

Occasionally we may also rely upon the following legal bases for processing:-

- (i) you have given your consent to the processing; and/or
- (ii) it is necessary for us to comply with a legal obligation on us; and/or
- (iii) it is necessary to protect your vital interests or those of another individual.

Where we rely on consent to process your personal information, you may withdraw that consent at any time by contacting us in writing using the address or contact details given in this privacy notice.

If you disagree with us using your personal data for one or more of our legitimate interests let us know in writing and we will stop using it for that purpose.

### **How long do we keep your information?**

We will keep your personal information for a period of up to 7 years after you provide your information to us, subject to the following exceptions:

- records of incidents, injuries or accidents in store: 4 years from the date of the accident, injury or incident is recorded by us;
- CCTV recordings: 40 days from the date of recording;
- competition and prize draw entries will be kept until the end of the competition or prize draw and the fulfilment of any prize(s); and
- we will keep your marketing preferences for as long as you wish to receive marketing communications from us. We review our marketing database every 7 years.

Please note that all of the above retention periods may be extended where we need to preserve and use personal information for the purposes of bringing or defending a legal claim. In such cases, we will continue to hold and process your personal information for as long as is necessary to deal with the legal proceedings.

### **Who Do We Share Your Personal Information With?**

We do not share your personal information with any third parties, other than those listed below:

- our business partners, suppliers and sub-contractors for the performance of any contract we enter into with you, for example we engage third parties to process card payments, deliver our products, provide our Internet Services,
- our WiFi Provider;
- other professional advisers (including accountants and lawyers) that assist us in carrying out our business activities;
- police and other law enforcement agencies in connection with the prevention and detection of crime, detecting fraud (including fraudulent transactions), money laundering and criminal activity

When we share your personal data with these third parties who perform services for us, we require them to take appropriate steps to protect your personal information, and only to use the personal information for the purpose of performing those specific services.

We will never sell or distribute your personal information to any other third parties or make it public unless we have a legal obligation to do so.

### **Your Rights**

You have rights in relation to the personal information we hold about you. These are:

- The right to be informed; why we process the personal data, who we share the data with and how long we will store the data for
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- The right not to be subject to an automated decision

### **How to complain**

If you are unhappy about the way we handle your personal data please let us know verbally or in writing by contacting us at the address given below. We will explain how we have processed your personal information and if we have made a mistake will tell you how we will put this right.

If you are still dissatisfied, you may report your concern to the Information Commissioner's Office (ICO) by contacting: Wycliffe House, Water Lane, Wilmslow SK9 5AF, Tel. 0303 123 1113

**Contacting us**

If you have any questions about this Privacy Notice, please contact us at:

Larch Cottage Nurseries Ltd, Melkinthorpe, Penrith, Cumbria, CA10 2DR. Telephone Number: 01931 712 404.

Email: [admin@larchcottage.co.uk](mailto:admin@larchcottage.co.uk)