

## PRIVACY POLICY

This privacy policy sets out practices and procedures for this website - [www.eastridinghorticulture.co.uk](http://www.eastridinghorticulture.co.uk).

### INTRODUCTION

Please read the following policy to understand our practices and views regarding your personal data and how East Riding Horticulture Ltd (ERH) are committed to protecting and respecting your privacy.

The website is served and hosted by ERH and governs the privacy of its users. This Privacy Policy, together with our Terms, Conditions and any other documents explains the information we gather and how this information is controlled, processed, stored and retained.

This policy will be subject to regular review and development. Therefore, ERH reserve the right to make alterations without warning. Due to this please be aware that elements may have been altered, and regular review is recommended.

### DATA COLLECTED AND PROCESSED.

ERH may collect the following data: -

- All information you provide while completing forms while accessing the website. This includes information provided when subscribing to any service offered by us, posting material, requesting further services or reporting a problem to our site.
- Contact details – including but not limited to your name, username, address, email, telephone, IP address, browser details, bank details, VAT numbers, .
- Records of correspondence with us including but not limited to the date and time of requests.
- Information provided to us through the use of marketing and social media platforms.
- For each file requested, the referring page, if any, from which you may have followed a hyperlink and/or any domains your may have been referred from.
- Search terms and search results.
- Details of transactions and purchases of our goods you carry out through [www.eastridinghorticulture.co.uk](http://www.eastridinghorticulture.co.uk)
- Details of the fulfilment of your orders.
- Details of your visit to [www.eastridinghorticulture.co.uk](http://www.eastridinghorticulture.co.uk) which may include, but not limited to, traffic data, location data, weblogs.
- Details of any other personal information you choose to send to ERH.
- This is not an exhaustive list.

All personal data is collected and stored in compliance with the General Data Protection Regulation 2018 (GDPR).

### HOW WE USE COOKIES

Cookies are small text files stored on your computer and relate to a specific site which can be used to enhance that site's functionality and your interaction with it. You can control, block and delete the use of cookies on your computer by adjusting your web browser preferences. However, please note that restricting cookies for a site may interfere with some of the functionality of that site.

We may use cookies to obtain general information to allow us to offer you a more personalised service and enable us to record information regarding personal preferences and tailor the website to suit individual requirements, increase the speed of services and make estimations regarding the audience and patterns.

### USES OF DATA COLLECTED

We only use your personal information to provide you with products or to communicate with you about the products contained within the website.

This includes:

- To provide up to date information about our products or services,
  - To provide you with the correct content and notify you of any changes to the website in the most effective way,
  - To provide you with any content which maybe interest to you or you may have previously requested – where consent has been given to do so.
  - To allow you to purchase products or services on the website.
  - To deliver goods purchased on the website.
  - To allow us to deliver statements – including invoices, statements, credit notes, delivery statements etc.
  - To enable you to fully utilise our enquiries and complaints procedure and allow us to respond appropriately in a timely manner.
- Other uses we may collect data could include.
- Protect the property of ERH,
  - Legal rights, or that of others.
  - It's needed to detect, prevent or address fraud, security or technical issues.
  - Log files and other data may be analysed by our external support providers when investigating faults and other technical issues relating to webserver performance.

We do not share personal information you have provided to us except where consent has been explicitly given.

### GENERAL DATA PROTECTION REGULATIONS 2018 (GDPR)

#### YOUR RIGHTS

The UK GDPR sets out seven key principles to comply with in regard to the collection and processing of personal data:

- Lawfulness, fairness and transparency – personal data is to be processed lawfully, fairly and in a transparent manner in relation to individuals.
- Purpose limitation - collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be incompatible with the initial purposes.
- Data minimisation - adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed.
- Accuracy - accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay.
- Storage limitation - kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of individuals.
- Integrity and confidentiality (security) - processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.
- Accountability - The controller (ERH) shall be responsible for and be able to demonstrate compliance with. All employees of ERH has a responsibility for ensuring that the data is collected, stored and handled appropriately.

### DISCLOSURE AND SHARING DATA CONSENT

When you provide us with personal information to complete a transaction including the verification of your credit or debit card, place an order, arrange for a delivery or return a purchase, this indicates to ERH that you consent



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to the collection of the data. If consented to allow us to do so, we may use your data, or permit selected third parties to use your data, to provide you with information about goods and/or services which may be of interest to you including third party deliveries there maybe occasions where you could receive communications from the third party about these by post, telephone or email.

We do not disclose any identifiable information to third party advertisers, but we may use general data collection from providers to enable us to monitor targeted audience.

We may disclose your personal information to our ultimate holding company as defined in section 1159 of the companies Act 2006. Disclosure of personal information to our suppliers maybe granted, if reasonably necessary for the purposes set out and in compliance with this privacy policy.

There maybe exceptional circumstances where we are required to share personal data without consent this maybe with any legal obligation, law enforcement including fraud protection and/or criminal investigation.

### WITHDRAWING CONSENT

If after you have given us your consent, you change your mind you may withdraw your consent for us to contact you by contacting us via email [marketing@erh-ltd.co.uk](mailto:marketing@erh-ltd.co.uk) or postal address  
East Riding Horticulture Ltd,  
Glebe Cottage Farm,  
High Lane,  
Sutton upon Derwent,  
York,  
YO41 4BY.

### RETENTION AND STORAGE OF DATA

Personal Data will only be retained for as long as necessary to provide services to you. However, in order to comply with legislation such as Companies Act and accounting for HMRC purposes, we will need to retain "legally required personal data" for a period of up to 10 Years.

Details for customers purchasing chemicals and/or hazardous substances will be retained for the required time period for each product as per COSHH (Control of Substances Hazardous to Health) guidance.

All data collected retained will be stored on the secure servers, and protected by encrypted technology, firewalls and password protected with permission access rights to prevent the loss of any data or unauthorised access. All accounts set will be password protected and held by the user only, we advise that the account holder does not share the password and keep them confidential.

Data collected is backed up to our servers on site and stored securely for security and loss prevention purposes. During the transfer the data is encrypted. The information stored can only be used for restore purposes by our company.

### SUBJECT ACCESS REQUESTS

Under GDPR you have the right to request access to the personal data held about you and the purpose we hold this information, under the following rights;

- The right to be informed
- 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
- Rights in relation to automated decision making and profiling.

To do this you must request via email at [marketing@erh-ltd.co.uk](mailto:marketing@erh-ltd.co.uk) or in writing to postal address  
East Riding Horticulture Ltd,  
Glebe Cottage Farm,  
High Lane,  
Sutton upon Derwent,  
York,  
YO41 4BY.

For more information on your rights please visit the ICO website, see link below:

[www.ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/](http://www.ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/)

### PAYMENT TRANSACTIONS

Where a password given/chosen which enables you to use parts of our website, you are responsible for keeping the password confidential. Do not share a password with anyone.

As with any website, the transmission of information via the internet is not guaranteed to be secure. However, we do our best to protect your personal data and the security of your data transmitted to the website. Please be aware that any initial input of personal data is at your own risk. Upon receiving your information, we use stringent practices and procedures to try and prevent unauthorised access, through the use of Cyber Security, Firewalls and encryptions.

Other service providers we use include Microsoft Office admin systems; Sage, Microsoft Excel, Microsoft Word, Google Docs, Microsoft Exchange 2016 & Office 365 for our financial transactions.

We do not share your personal data with third parties unless explicitly stated., exceptions to this could include:

- Data entered by the user for any online ordering of goods and services will be passed to a credit-card partner, together with a unique transaction number when required for the purpose of processing online orders and payments. However, we do not store details of credit or debit card.
- Payment data passed to the police and other authorities where it is required in the investigation of illegal activities and security breaches.

Should data be passed to third parties, it will be carried out in compliance with General Data Protection Regulations 2018 (GDPR) and Data Protection Act 2018.

If you click on links on our website, they may direct you away from our site. ERH cannot be held responsible for the privacy practices of other sites and encourage you to read their privacy policies should this occur.

### PROCESSING INFORMATION OUTSIDE OF THE UNITED KINGDOM

ERH is operated and based in the United Kingdom. If you are visiting the website from outside the United Kingdom, we will use this as agreement to any processing of any personal information you provide us according to this policy.

We may contact you by email or other means. For example, we may send you confirmation, shipping and refund emails relating to ERH or other third parties or communicate with you about your use of the ERH website.

We will never pass on or sell this information without your permission and we do not transfer this data outside of the European Economic Area (EEA). We sometimes share your information with trusted selected suppliers, partners or haulage companies, who may complete an order on our behalf.



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#### CONTACT

Any questions, comments and requests regarding this policy can be made in writing or via email.

East Riding Horticulture Ltd,  
Glebe Cottage Farm,  
High Lane,  
Sutton upon Derwent,  
York, YO41 4BY.

[marketing@erh-ltd.co.uk](mailto:marketing@erh-ltd.co.uk)  
[www.eastridinghorticulture.co.uk](http://www.eastridinghorticulture.co.uk)

Alternatively contact one of our representatives on 01904 608157



[www.eastridinghorticulture.co.uk](http://www.eastridinghorticulture.co.uk)

High Lane, Sutton upon Derwent, Nr York, YO41 4BY

[sales@erh-ltd.co.uk](mailto:sales@erh-ltd.co.uk) 01904 608157

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