

Buckingham Nurseries & Garden Centre Privacy Notice

This is the privacy notice of Buckingham Nurseries Ltd and Buckingham Garden Centre. In this document, "we", "our", or "us" refer to Buckingham Nurseries Ltd and Buckingham Garden Centre.

Website refers to our websites - www.hedging.co.uk and www.buckinghamgardencentre.co.uk

Shop refers to our physical shop and site at Tingewick Road, Buckingham, MK18 4AE

Buckingham Nurseries Ltd are company number 4633838 registered in England.

Our registered office is at Buckingham Nurseries Ltd, Tingewick Road, Buckingham, MK18 4AE.

Buckingham Garden Centre is a partnership trading as Buckingham Garden Centre. Our address is Buckingham Garden Centre, Tingewick Road, Buckingham, MK18 4AE. The Proprietors are Mr. R. J. Brown, Mrs. P. L. Brown, Mr. D.W. Brown & Mr. P.E. Brown.

Introduction

1. This is a notice to inform you of our policy about all information that we record about you. It sets out the conditions under which we may process any information that we collect from you, or that you provide to us. It covers information that could identify you ("personal information") and information that could not. In the context of the law and this notice, "process" means collect, store, transfer, use or otherwise act on information.
2. We take seriously the protection of your privacy and confidentiality. We understand that our customers, visitors to our Website and Shop are entitled to know that their personal data will not be used for any purpose unintended by them, and will not accidentally fall into the hands of a third party.
3. We regret that if there are one or more points below with which you are not happy, your only recourse for visitors to our Website is to leave our Website. For customers visiting our Shop we will not collect personal information about you unless you give it to us. If you are not happy with the points below you should not give that information to us.
4. We undertake to preserve the confidentiality of all information you provide to us, and hope that you reciprocate.
5. Our policy complies with UK law accordingly implemented, including that required by the EU General Data Protection Regulation (GDPR).
6. The law requires us to tell you about your rights and our obligations to you in regards to the processing and control of your personal data. We do this now, by requesting that you read the information provided at www.knowyourprivacyrights.org
7. Except as set out below, we do not share, or sell, or disclose to a third party, any information collected through our website. We have never, and do not sell our mailing lists (postal addresses, telephone numbers and email addresses) to third parties.

The bases on which we process information about you

The law requires us to determine under which of six defined bases we process different categories of your personal information, and to notify you of the basis for each category.

If a basis on which we process your personal information is no longer relevant then we shall immediately stop processing your data.

If the basis changes, then if required by law we shall notify you of the change and of any new basis under which we have determined that we can continue to process your information.

1. Information we process because we have a contractual obligation with you

When you create an account on our website, buy a product or service from us, or otherwise agree to our terms and conditions, a contract is formed between you and us.

In order to carry out our obligations under that contract we must process the information you give us. Some of this information may be personal information.

We may use it in order to:

- 1.1. verify your identity for security purposes,
- 1.2. sell products to you,
- 1.3. provide you with our services,
- 1.4. provide you with suggestions and advice on products, services and how to obtain the most from using our website.

We process this information on the basis there is a contract between us, or that you have requested we use the information before we enter into a legal contract.

Additionally, we may aggregate this information in a general way and use it to provide class information, for example to monitor our performance with respect to a particular service we provide. If we use it for this purpose, you as an individual will not be personally identifiable.

We shall continue to process this information until the contract between us ends or is terminated by either party under the terms of the contract.

2. Information we process with your consent

Through certain actions when otherwise there is no contractual relationship between us, such as when you browse our website or ask us to provide you more information about our business, including job opportunities and our products and services, you provide your consent to us to process information that may be personal information.

Wherever possible, we aim to obtain your explicit consent to process this information. Sometimes you might give your consent implicitly, such as when you send us a message by e-mail to which you would reasonably expect us to reply.

Except where you have consented to our use of your information for a specific purpose, we do not use your information in any way that would identify you personally. We may aggregate it in a general way and use it to provide class information, for example to monitor the performance of a particular page on our websites.

We continue to process your information on this basis until you withdraw your consent or it can be reasonably assumed that your consent no longer exists.

You may withdraw your consent at any time by instructing us at privacy@buckingham-nurseries.co.uk. However, if you do so, you may not be able to use our website or our services further.

3. Information we process for the purposes of legitimate interests

We may process information on the basis there is a legitimate interest, either to you or to us, of doing so.

Where we process your information on this basis, we do after having given careful consideration to:

- whether the same objective could be achieved through other means
- whether processing (or not processing) might cause you harm
- whether you would expect us to process your data, and whether you would consider it reasonable to do so.

For example, we may process your data on this basis for the purposes of:

- record-keeping for the proper and necessary administration of our business
- responding to unsolicited communication from you to which we believe you would expect a response
- protecting and asserting the legal rights of any party
- insuring against or obtaining professional advice that is required to manage business risk
- protecting your interests where we believe we have a duty to do so
- using a CCTV system for the prevention of crime.

4. Information we process because we have a legal obligation

We are subject to the law like everyone else. Sometimes, we must process your information in order to comply with a statutory obligation. For example, we may be required to give information to legal authorities if they so request or if they have the proper authorisation such as a search warrant or court order. This may include your personal information.

Specific uses of information you provide to us

5. Information provided on the understanding that it will be shared with a third party

Our website allows you to post information with a view to that information being read, copied, downloaded, or used by other people. For example, leaving a review on a product or interacting with a social media post.

In posting personal information, it is up to you to satisfy yourself about the privacy level of every person who might use it.

We do store it, and we reserve a right to use it in the future in any way we decide.

Once your information enters the public domain, we have no control over what any individual third party may do with it. We accept no responsibility for their actions at any time.

Provided your request is reasonable and there is no legal basis for us to retain it, then at our discretion we may agree to your request to delete personal information that you have posted. You can make a request by contacting us at privacy@buckingham-nurseries.co.uk.

6. Complaints regarding content on our website

We attempt to moderate user generated content, but we are not always able to do so as soon as that content is published.

If you complain about any of the content on our website, we shall investigate your complaint. If we feel it is justified or if we believe the law requires us to do so, we shall remove the content while we investigate. Free speech is a right, so we have to make a judgment as to whose right will be obstructed: yours, or that of the person who posted the content that offends you.

If we think your complaint is vexatious or without any basis, we shall not correspond with you about it.

7. Information relating to your method of payment

For Orders placed on our websites

Credit/debit card details are never taken by us or transferred to us through our website. Our employees and contractors never have access to them.

For www.hedging.co.uk - At the point of entering credit/debit card details, a customer is transferred to a secure page on Verifone's website. That page may be branded to look like a page on our website, but it is not controlled by us. We are only informed if a credit/debit card payment check was successful or not, a token (unique reference to the card that cannot be used by anyone else), the card type (e.g., Visa), the first six and last four numbers from the card number and card expiry dates. We do not take payment when the order is placed, but use the token provided to take payment when an order is ready for despatch or collection. This token can also be used for refunds.

For www.buckinghamgardencentre.co.uk - At the point of payment, a customer is transferred to a secure page on the website of PayPal or Stripe. That page may be branded to look like a page on our website, but it is not controlled by us. We are only informed if the payment was successful or not, the card type (e.g., Visa), the last four number from the card number and the expiry date.

For Orders placed by telephone

Any card details given to us are sent securely to Verifone and are not stored by us. They send back a token (unique reference to the card that cannot be used by anyone else), the card type (e.g., Visa), the first six and last four numbers from the card number and card expiry dates. We do not take payment when the order is placed, but use the token provided to take payment when an order is ready for despatch or collection. This token can also be used for refunds.

For customers paying at the tills at the shop:

The only information we store about card transactions is the first six and last four numbers from the card number and card expiry dates.

8. Job application and employment

If you send us information in connection with a job application, we may keep it for up to one year in case we decide to contact you at a later date.

If we employ you, we collect information about you and your work from time to time throughout the period of your employment. This information will be used only for purposes directly relevant to your employment (detailed in our employee privacy policy). After your employment has ended, we will keep your file for six years before destroying or deleting it.

9. Sending a message to our support team

When you contact us, whether by telephone, through our website or by e-mail, we collect the data you have given to us in order to reply with the information you need.

We record your request and our reply in order to increase the efficiency of our business.

We keep personally identifiable information associated with your message, such as your name and email address so as to be able to track our communications with you to provide a high-quality service.

10. E-mail Newsletters

When you place an order, you will be given an opportunity to be added to our e-mail newsletter mailing list. You can subscribe to this list by filling in a form on our website, or by filling in a paper form at our shop (for example when joining our Garden Card). We use Mailchimp to send out newsletters, and each newsletter has an option to unsubscribe link to be removed from the list or you can unsubscribe by emailing privacy@buckingham-nurseries.co.uk.

11. Complaining

When we receive a complaint, we record all the information you have given to us. We use that information to resolve your complaint.

If your complaint reasonably requires us to contact some other person, we may decide to give to that other person some of the information contained in your complaint. We do this as infrequently as possible, but it is a matter for our sole discretion as to whether we do give information, and if we do, what that information is.

We may also compile statistics showing information obtained from this source to assess the level of service we provide, but not in a way that could identify you or any other person.

Use of information we collect through automated systems when you visit our website

12. Cookies

Cookies are small text files that are placed on your computer's hard drive by your web browser when you visit most websites. They allow information gathered on one web page to be stored until it is needed for use on another, allowing a website to provide you with a personalised experience and the website owner with statistics about how you use the website so that it can be improved.

Some cookies may last for a defined period of time, such as one day or until you close your browser. Others last indefinitely.

Your web browser should allow you to delete any you choose. It also should allow you to prevent or limit their use.

Our website uses cookies. They are placed by software that operates on our servers, and by software operated by third parties whose services we use.

If you choose not to use cookies or you prevent their use through your browser settings, you will not be able to use all the functionality of our website.

We use cookies in the following ways:

- 12.1. to track how you use our website
- 12.2. to record whether you have seen specific messages we display on our website
- 12.3. to keep you signed in our site
- 12.4. to use our online shopping cart

On hedging.co.uk the following cookies are strictly necessary for the website to operate correctly and cannot be disabled:

- `xid` - unique token, sessional.
- `recent_login` - stores username to auto-complete the sign-in form next time you visit the store. Persistent for 3 days.
- `viewedResources` - holds a list of cached CSS files, used to make store's pages loading faster. Persistent for 1 hour.
- `rv` - holds a list of products you recently viewed in the store. Does not expire.
- `xc_np_product_#####` - holds product identifiers, used to navigate within store's catalogue. Persistent for 30 minutes

For buckinghamgardencentre.co.uk please see this [link](#) for details of cookies used.

Both sites use Google Analytics to analyse website usage and reCAPTCHA to reduce spam, Google's privacy policy and terms can be found [here](#). From this link you can see information about cookies used by Google.

13. Personal identifiers from your browsing activity

Requests by your web browser to our servers for web pages and other content on our website are recorded.

We record information such as your geographical location, your Internet service provider and your IP address. We also record information about the software you are using to browse our website, such as the type of computer or device and the screen resolution.

We use this information in aggregate to assess the popularity of the webpages on our website and how we perform in providing content to you.

If combined with other information we know about you from previous visits, the data possibly could be used to identify you personally, even if you are not signed in to our website. However, we don't analyse the data in this way.

14. Our use of re-marketing & Third-Party Websites

Re-marketing involves placing a cookie on your computer when you browse our website in order to be able to serve to you an advert for our products or services when you visit some other website.

We may use a third party to provide us with re-marketing services from time to time. If so, then if you have consented to our use of cookies, you may see advertisements for our products and services on other websites.

You will find links to third party websites on our website. These websites should have their own privacy policies which you should check. We do not accept any responsibility or liability for their policies as we have no control over them.

Disclosure and sharing of your information

15. Data may be processed outside the European Union

Our websites are hosted in the UK.

We may also use outsourced services in countries outside the UK/European Union from time to time in other aspects of our business. Accordingly, data obtained within the UK or any other country could be processed outside the European Union.

The data protection clauses in our contracts with data processors include transfer clauses written by or approved by supervisory authority in the European Union, thus safeguarding data transferred outside the European Union.

Access to your own information

16. Access to your personal information

16.1. To obtain a copy of any information that is not provided on our website you may send us a request at privacy@buckingham-nurseries.co.uk.

16.2. After receiving the request, we will tell you when we expect to provide you with the information, and whether we require any fee for providing it to you.

17. Removal of your information

If you wish us to remove personally identifiable information from our website, you may contact us at privacy@buckingham-nurseries.co.uk.

This may limit the service we can provide to you.

18. Verification of your information

When we receive any request to access, edit or delete personal identifiable information we shall first take reasonable steps to verify your identity before granting you access or otherwise taking any action. This is important to safeguard your information.

Other matters

19. Use of site by children

19.1. For sales on our website or by mail order we do not intentionally sell products or provide services for purchase by children, nor do we market to children.

19.2. If you are under 18, you may use our website only with consent from a parent or guardian.

20. Encryption of data sent between us

We use Secure Sockets Layer (SSL) certificates to verify our identity to your browser and to encrypt any data you give us.

Whenever information is transferred between us, you can check that it is done so using SSL by looking for a closed padlock symbol or other trust mark in your browser's URL bar or toolbar.

21. How you can complain

21.1. If you are not happy with our privacy policy or if have any complaint then you should tell us by email. Our address is enquiries@buckingham-nurseries.co.uk.

21.2. If a dispute is not settled then we hope you will agree to attempt to resolve it by engaging in good faith with us in a process of mediation or arbitration,

21.3. If you are in any way dissatisfied about how we process your personal information, you have a right to lodge a complaint with the Information Commissioner's Office. This can be done at <https://ico.org.uk/concerns/>

22. Retention period for personal data

Except as otherwise mentioned in this privacy notice, we keep your personal information only for as long as required by us:

- 22.1. to provide you with the services you have requested,
- 22.2. to comply with other law, including for the period demanded by our tax authorities,
- 22.3. to support a claim or defence in court.

23. Compliance with the law

Our privacy policy has been compiled so as to comply with the law of every country or legal jurisdiction in which we aim to do business. If you think it fails to satisfy the law of your jurisdiction, we should like to hear from you.

However, ultimately it is your choice as to whether you wish to use our website.

24. Review of this privacy policy

We may update this privacy notice from time to time as necessary. The terms that apply to you are those posted here on our website on the day you use our website. We advise you to save a copy for your records.

If you have any question regarding our privacy policy, please contact us.