

# **Sandhill Garden Centre**

## **Customer Privacy Notice**

### **Introduction**

Sandhill Garden Centre is an independent Private Limited Company. This privacy notice explains what information we collect about you, as well as how and why we use it.

### **Main points**

We will only collect your personal information where it is completely necessary or you have consented, and we ensure that we only collect information that we need.

We will not send you marketing material unless you have given us permission to do so.

We will not share your personal information for sales or marketing purposes with any third parties.

We will protect your personal information with an appropriate combination of organisational and technical measures.

You have rights to your information under the current legislation.

We retain your data only for as long as is necessary.

If you have a complaint or any questions about how we process your information, please contact us using the information found at the end of this privacy notice.

### **What information do we collect about you?**

In order to administer our loyalty scheme, and provide other services, we may need to collect personal information from you, including for example your name, address, telephone number and email address. This information may be collected from you in the following ways:

- The completion of a loyalty application form
- The provision of personal details necessary to send you a replacement loyalty card
- The provision of personal details for the placing of an order for delivery
- The provision of personal details to check or rectify your information where necessary

### **How do we use your information?**

We may collect personal information from you for the following purposes:

- To provide you with access to our loyalty scheme or delivery service
- To contact you regarding your account with us or a delivery you have placed
- To notify you about events or offers at the Garden Centre
- To respond to your enquiries

To process your information, we mainly rely on the following legal bases:

- Performance of a contract: The use of your information is necessary to perform a contract you have with us
- Legitimate interests: We may use your information for our legitimate interests, such as the efficient running of our loyalty scheme.
- Consent: We may rely on your consent to use your personal information for direct marketing purposes. You may withdraw your consent at any time.
- Legal obligation: We also process your personal information where required to comply with laws and regulations that apply to us.

### **What are your rights?**

You have the right to request a copy of the information we hold about you. You also have the right to request the rectification of your information if it is incorrect, or the erasure of your information if you believe we are no longer entitled to use it. We will respond to your request within one month of receiving your request and verifying your identity. We will comply with your request free of charge, but charges may apply for excessive or manifestly unfounded requests. You have the right to object to certain purposes for processing, in particular direct marketing.

To make a request to us, or to make a complaint regarding the way we process your personal information, you can do so using the contact details provided at the end of this notice. You also have the right to complain to the Information Commissioner's Office (ICO), the regulator for data protection.

### **Retaining your information**

Sandhill Garden Centre, and the information we collect about you, are subject to various regulatory and legislative requirements. We will endeavour not to keep your personal information for longer than we have to. Where it is not possible for us to delete your information, we will ensure the appropriate security and organisational measures are put in place to protect the use of your information.

### **Marketing**

We would like to send you information about Sandhill Garden Centre events or offers which may be of interest to you. You have the right at any time to stop us from contacting you for marketing purposes. If you no longer wish to receive marketing, please contact us using the details provided at the end of this notice.

### **Information security**

We use an appropriate combination of technical and organisational measures to ensure, as far as reasonably possible, the integrity, confidentiality and availability of your personal information at all times. If you have a concern regarding our use of your personal information please contact us using the details provided at the end of this notice.

In the event that we believe there is a serious breach to our systems or data, we will inform the Information Commissioner's Office within 72 hours, and will inform any affected customers as soon as practically possible.

### **Changes to this notice**

We will review our privacy notice on a regular basis and may need to update it from time to time. The updated notice will be available on our website.

### **Contact details**

Sandhill Garden Centre Ltd.  
Wyton Road  
Preston  
Hull  
HU12 8TY

Telephone: 01482 898370

Email: [info@sandhill-gardencentre.co.uk](mailto:info@sandhill-gardencentre.co.uk)