



## **Privacy Policy March 2021**

We take your privacy seriously and we are committed to protecting your privacy. We follow the procedures set out in this policy when using your information.

By using this Website to give us your information you accept the terms of and consent to us using your information in accordance with this policy.

### **Information Collected**

For the purpose of the Data Protection Act 2018 the data controller is The Old Barn whose contact details are set out at the end of this document. We will use the information we collect about you lawfully and to process your order and to provide you with the best possible service.

If you use the Services or if you contact us with an enquiry we will collect personal information and only use them to respond to your enquiry. We only collect basic personal data about you which does not include any special types of personal information or location-based information. This does, however, include your name, company address, company email, job title and mobile telephone number if you provide us with it. We also track your interactions with our website, our forms and email communication.

We will never collect sensitive information about you without your consent. We may contact you by telephone, post or email.

## **Personally Identifiable Information**

This refers to any information that identifies or can be used to identify, contact, or locate the person to whom such information pertains, including, but not limited to, name, address, phone number, fax number, email address, financial profiles, social security number, and credit card information. Personally Identifiable Information does not include information that is collected anonymously (that is, without identification of the individual user) or demographic information not connected to an identified individual.

## **How does the website use Personally Identifiable Information?**

We use Personally Identifiable Information to customise the website, to make appropriate service offerings, and to fulfil buying and selling requests on the website. We may email Visitors and Authorised Customers about research or purchase and selling opportunities on the website or information related to the subject matter of the website. We may also use Personally Identifiable Information to contact Visitors and Authorised Customers in response to specific inquiries, or to provide requested information.

## **How is Personally Identifiable Information stored?**

What choices are available to Visitors regarding collection, use and distribution of the information? Visitors and Authorised Customers may opt-out of receiving unsolicited information from or being contacted by us and/or our vendors and affiliated agencies by responding to emails as instructed, or by contacting us at [info@ashbourneaccommodation.co.uk](mailto:info@ashbourneaccommodation.co.uk)

## **What Data We Collect**

We only collect basic personal data about you which does not include any special types of personal information or location-based information. This does however include your name, company address, company email, job title and mobile telephone number if you provide us with it. We also track your interactions with our website, our forms and email communication.

## **Why we collect this data**

Your details are processed to provide services for you and/or your company and to provide you with relevant offers and information. We will not collect any personal data from you we do not need in order to provide and oversee this service to you.

## **Use of Information**

The information you provide will be held on a database in the UK and may be accessed by our staff and by those who provide support services to us. We may also share it with third parties such as banking / merchant services and third party suppliers where necessary to provide services to you. We use third party suppliers to provide some of our products and your order contact details (but not your credit / debit card or financial details) shall be passed to those relevant third party suppliers for the purpose of delivery of your order.

Where you permit it we may also use your personal information and may allow selected third parties to provide you with information about goods and services which may be of interest to you. Where you have agreed that we may pass your information on to third parties by clicking on the option boxes when ordering your products through the website, we or they may contact you about these by e-mail, mail, telephone or other means. We will not share your information with any third party for marketing purposes without your consent.

We may pass aggregate information on the usage of our Website to third parties but this will not include information that can be used to identify you.

We do our best to ensure that all information held relating to you is kept up-to date, accurate and complete. However, we also rely on you to notify us if your information requires updating or deleting. We will respond to requests from you to update or delete your information in an efficient and timely manner.

## **Information Obtained from Third Parties**

We receive information from third-party data providers including directories. In some cases, such as LinkedIn, the information has manifestly been made public by the individuals who posted their profile on LinkedIn, and we assume that the individuals no longer have a privacy interest in such information, and it can be used for the legitimate purpose of learning about potential Customers.

In other cases, where it is not clear that the information was made manifestly public by the individuals, we obtain this data with assurances from these providers that the user has consented to the collection and sharing of this data, or that this information is available in public records and that is permissible to collect.

We receive information from social media services that you have elected to use to access our site or apps, in accordance with the social media services' privacy policy.

## **What we do with your data**

This information is available to our staff within the company so as to serve you with our services in a timely and professional manner. No Third Parties have access to your personal data unless the law allows them to do so.

## **How long do we keep your Data**

We are required under UK tax law to keep your basic personal data (name, address, contact details) for a minimum of 6 years after which time it will be destroyed. We keep your data, whilst we keep in touch with you via email, telephone or mail. This information is not shared with third parties and you can unsubscribe at any time via email at [info@ashbourneaccommodation.co.uk](mailto:info@ashbourneaccommodation.co.uk)

## **Log Data**

When a user uses, or interacts with our website, or clicks on a link that directs the user to our website, the user's browser automatically provides, and we automatically collect and store, certain information about the user's device (computer, tablet, smartphone) and the user's activities such as...

- IP address
- Rough geographic information: geographic location derived from the IP address.
- Technical information: type of device, operating system name and version, device manufacturer, browser information (type, version), screen resolution.

## **Traffic Data**

Information about the use of the website: date stamp, URL of the visited page, URL of the last webpage visited before visiting our website.

History of interaction with our webpages: pages viewed, time spent on a page, click through, clickstream data; queries made, search history, search results selected; comments made, type of service requested, purchases made.

We collect this data to understand how our website is used and to create statistics on the use of the website. Until the user becomes a "lead" this data cannot be linked to a specific individual

## **What happens if the Privacy Policy Changes?**

We will let our Visitors and Authorised Customers know about changes to our privacy policy by posting such changes on the website. However, if we are changing our privacy policy in a manner that might cause disclosure of Personally Identifiable Information that a Visitor or Authorised Customer has previously requested not be disclosed, we will contact such Visitor or Authorised Customer to allow such Visitor or Authorised Customer to prevent such disclosure.

What partners or service providers have access to Personally Identifiable Information from Visitors and/or Authorised Customers on the website?

Flowers to Yours has entered into and will continue to enter into partnerships and other affiliations with a number of vendors. Such vendors may have access to certain Personally Identifiable Information on a need to know basis for evaluating Authorised Customers for service eligibility. Our privacy policy does not cover their collection or use of this information. Disclosure of Personally Identifiable Information to comply with law. We will disclose Personally Identifiable Information in order to comply with a court order or summons or a request from a law enforcement agency to release information. We will also disclose Personally Identifiable Information when reasonably necessary to protect the safety of our Visitors and Authorised Customers.

### **External Links**

The website contains links to other sites. Please note that when you click on one of these links, you are moving to another website. We encourage you to read the privacy statements of these linked sites as their privacy policies may differ from ours.

### **What Are Your Rights?**

The EU General Data Protection Regulation (GDPR) and the Data Protection Act 2018 grants individuals following rights, with some limitations.

Right Not to Provide Consent or to Withdraw Consent.

We may seek to rely on your consent in order to process certain personal data. Where we do so, you have the right not to provide your consent, and the right to withdraw your consent at any time. If you withdraw your consent, this will not affect the lawfulness of the processing conducted based on consent before its withdraw.

### **Right of Access**

You have the right to obtain confirmation as to whether or not we collect or process personal data concerning you and, if this is the case, you have the right to request a copy of such personal data in digital format.

### **Right of Rectification**

You have the right to require that we correct any inaccurate personal data concerning you, and that we complete incomplete personal data.

### **Right to be Forgotten**

You may withdraw consent at anytime by informing us via email to [info@ashbourneaccommodation.co.uk](mailto:info@ashbourneaccommodation.co.uk) so we can remove you from our database. We will endeavour to remove you within 30 days of receiving your email. Because of backups and records of deletions, it may be impossible to delete a Visitor's entry without retaining some residual information, however this information will be functionally deleted, and we will not use or transfer information relating to that individual in any way moving forward.

For further details on your rights, please visit: <https://gdprprivacypolicy.org>

