



Woodcote Green

GARDEN CENTRE & NURSERIES

Privacy Policy

Woodcote Green Nurseries Ltd ("**We**") are committed to protecting and respecting your privacy.

This Privacy Policy (together with our terms of use www.woodcotegreen.com and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. For the purpose of the Data Protection Act 2018 (the "**Act**") and the General Data Protection Regulation (the "**GDPR**"), the data controller is Woodcote Green Nurseries Limited of Woodmansterne Lane, Wallington, Surrey SM6 0SU.

Information we may collect from you

We may collect and process the following personal data about you:

- Information that you provide by filling in forms on our site www.woodcotegreen.com ("**our site**"). This includes personal data provided at the time of registering to use our site, or placing an order. We may also ask you for personal data when you enter a competition or promotion sponsored by us, and when you report a problem with our site.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
- Details of transactions you carry out through our site and of the fulfilment of your orders.
- Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.
- Details about any information, services or products that we have sent to you where you have consented to be contacted for such purposes.

Uses made of the information and Legal Basis

We use your personal data for the following purposes in line with our legitimate interests to administer the site and to interact with you when you request products and services:

- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- To allow you to participate in interactive features of our service, when you choose to do so.
- To notify you about changes to our service or provide you with information about products and services when your consent is not required.

We may also use your personal data:

- To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented (where appropriate) to be contacted for such purposes.
- To carry out our obligations arising from any contracts entered into between you and us. Please note that if you refuse to provide us with your personal data for this purpose, we might not be able to fulfil our contracts with you.

Disclosure of your information

We may disclose your personal data to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

We may disclose your personal data to third parties:

- In the event that we sell or buy any business or assets in line with our legitimate business interests, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- In line with our legitimate business interests where Woodcote Green Nurseries or a substantial part of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use www.woodcotegreen.com and other agreements; or to protect the rights, property, or safety of Woodcote Green Nurseries Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

We may sell or rent any personal data about you to third parties. Such third parties may include loyalty scheme providers, other garden centre retailers or horticultural trade associations. In the event that we decide to do so, we shall obtain your prior consent to this, unless it is in the pursuit of our (or a third party's) legitimate interests to sell or rent such personal data as part of a sale or transfer of assets.

We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users (for example, we may inform

them that 500 men aged under 30 have clicked on their advertisement on any given day). We may also use such aggregate information to help advertisers reach the kind of audience they want to target (for example, women in SW1). We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience.

Links to and from other sites

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

IP addresses, Cookies and your Browser Settings

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on your browser or the hard drive of your computer. Cookies contain information that is transferred to your computer's hard drive. They help us to improve our site and to deliver a better and more personalised service. Some of the cookies we use are essential for the site to operate.

Cookies are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

Examples of purposes for which a cookie may be used:

- Estimate our audience size and usage pattern.
 - Store information about your preferences, and so allow us to customise our site and to provide you with offers that are targeted at your individual interests.
 - Speed up your searches.
 - Recognise you when you return to our site.
 - Allow you to use our site in a way that makes your browsing experience more convenient, for example, by allowing you to store items in an electronic shopping basket between visits.
- If you register with us or complete our online forms, we will use cookies to remember your details during your current visit, and any future visits provided the cookie was not deleted in the interim.

Please note that our advertisers may also use cookies, over which we have no control.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, we will assume you consent to our use of cookies and other similar

technologies (where consent is required) as set out in this Privacy Policy, and our system will issue cookies when you log on to our site.

Except for essential cookies, all cookies will expire after one year.

Marketing

We may use your personal data, or permit selected third parties to use your personal data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these by post or telephone in line with our legitimate interests to direct market to you.

If you are an existing customer, we will only contact you by electronic means (e-mail or SMS) with information about goods and services similar to those which were the subject of a previous sale to you.

If you are a new customer, and where we permit selected third parties to use your data, we (or they) will contact you by electronic means only if you have consented to this.

You have the right to ask us not to process your personal data for marketing purposes. If you do not want us to use your personal data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box situated on the form on which we collect your personal data. You can also exercise the right at any time by contacting us at mark.jackson@dobbies.com.

Your Rights

You have various rights in respect of the personal data we hold about you – these are set out in more detail below. If you wish to exercise any of these rights, please contact mark.jackson@dobbies.com:

- **Right to object:** You can object to our processing of your personal data. Please contact us as noted above, providing details of your objection.
- **Access to your personal data:** You can request access to a copy of your personal data that we hold, along with information on what personal data we use, why we use it, who we share it with, how long we keep it for and whether it has been used for any automated decision-making.
- **Right to withdraw consent:** If you have given us your consent to use your personal data – for example, to send you marketing e-mails – you can withdraw your consent at any time, including by clicking the "unsubscribe" link in any marketing e-mail which you receive or by contacting us as at the e-mail address noted above. Please note that where you withdraw your consent, this will not affect the lawfulness of the processing we conducted pursuant to that consent prior to its withdrawal.
- **Rectification:** You can ask us to change or complete any inaccurate or incomplete personal data held about you.

- **Erasure:** You can ask us to delete your personal data in certain circumstances, for example where it is no longer necessary for us to use it, you have withdrawn consent, or where we have no lawful basis for keeping it.
- **Portability:** You can ask us to provide you or a third party with some of the personal data that we hold about you in a structured, commonly used, electronic form, so it can be easily transferred.
- **Restriction:** You can ask us to restrict the personal data we use about you in certain circumstances, for example, where you have asked for it to be erased or where you have objected to our use of it.
- **Automated decision-making:** Automated decision-making takes place when an electronic system uses personal data to make a decision without human intervention. You have the right not to be subject to solely automated decisions that will create legal effects or have a similar significant impact on you, unless you have given us your consent, it is necessary for a contract between you and us or is otherwise permitted by law. You also have certain rights to challenge decisions made about you. We do not currently carry out any solely automated decision-making.

Please note, some of these rights only apply in certain circumstances and we may not be able to fulfil every request. If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the request; this is to ensure that your personal data is protected and kept secure.

Security

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

How long we retain your personal data

We will not retain your personal data for any longer than is necessary for our purposes, including for the purposes of satisfying any legal, accounting or reporting requirements.

In general, we hold your information for 6 years after your last contact in case of complaints or legal claims.

Questions about this Privacy Policy

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to mark.jackson@dobbies.com.

Complaints

You can also make a complaint about how we have used your personal data to us by contacting us as noted above, or to a supervisory authority - for the UK this is the Information Commissioner's Office, at <https://ico.org.uk/>.

Changes to Our Privacy Policy

Any changes we may make to our Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.