

DATA LAWS

The Plant Team Ltd. is committed to protecting your privacy. We will only use the information that we collect about you lawfully (in accordance with the Data Protection Act 1998 and the Privacy and Electronic Communications (EC Directive) Regulations 2003) in addition to the updated General Data Protection Act 25th May 2018 and E-privacy policy 2018.

The Plant Team Ltd. is a registered data processor under the Data Protection Act.

The law on data protection sets out a number of different reasons for which a company may collect and process your personal data, including:

1. Consent

In specific situations, we can collect and process your data with your consent. For example, when you tick a box to receive an email newsletter or weekly offer.

When collecting your personal data, we'll always make clear to you which data is necessary in connection with a particular service

2. Contractual obligations

In certain circumstances, we need your personal data to comply with our contractual obligations. For example, if you order plants from us for delivery to a new or off-site address, we'll collect your address details to deliver your purchase and pass them to our transport haulier.

3. Legal compliance

If the law requires us to, we may need to collect and process your data. For example, we can pass on details of people involved in fraud or other criminal activity affecting The Plant Team Ltd. to law enforcement.

4. Legitimate interest

In specific situations, we require your data to pursue our legitimate interests in a way which might reasonably be expected as part of running our business and which does not materially impact your rights, freedom or interests. For example, we will use your purchase history to send you or make available personalised plant orientated offers. We also combine the shopping history of many customers to identify trends and ensure we can keep up with demand, or develop new

products/services. We will also use your address details to send you direct marketing information by post, telling you about plants and services that we think might interest you.

HOW AND WHEN DO WE COLLECT YOUR DATA?

Our systems collect address and buying information at the point of order so that we may process your order and provide you with the best possible service.

We may also collect your data in any of the following circumstances:

- When you create an account with us on our website.
- When you engage with us on social media.
- When you contact us by any means with queries, complaints etc.
- When you enter prize draws or competitions.
- When you book to attend an event/trade show/accompanied visit to growers etc.
- When you choose to complete any surveys we send you.
- When you've given a third party permission to share with us the information they hold about you.
- We may collect data from publicly-available sources (such as Land Registry) when you have given your consent to share information or where the information is made public as a matter of law.
- When you ask us to contact you when a specific plant is back in stock or plants that you have asked for become available
- When you click submit or place an item in your basket we may have the ability to retain some of your information, even if you don't complete your registration. Such contact details and data may be used to contact you to enquire why you did not complete your registration/transaction, ie an abandoned basket email.

We use this information to make your webshop purchasing experience as easy and enjoyable as possible. We need it to process your order, inform you of any delays or problems and occasionally to send you special offers and promotions, although you can manage your communication preferences at any time – see 'Your Mailing Preferences.'

The information we collect is:

- Your name and your Garden Centre/business name

- Email address – so we can email your order confirmations, delivery delays, offers etc.
 - Delivery address – so we know where to deliver to
 - Telephone number or mobile number – we'll only call if we have a delivery problem or to talk to you about your order/check retail pricing is correct etc.
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HOW WE PROTECT YOUR DATA

We know how much data security matters to all our customers. With this in mind we will treat your data with the utmost care and take all appropriate steps to protect it.

We secure access to all transactional areas of our websites and apps using 'https' technology.

Access to your personal data is password-protected, and sensitive data such as payment card information is secured and tokenised to ensure it is protected.

We regularly monitor our system for possible vulnerabilities and attacks, and we carry out penetration testing to identify ways to further strengthen security.

We use the latest secure server technology to ensure all information is protected to the highest standards.

We use encryption to safeguard your credit card information and only accept orders from web browsers that permit communication through Secure Socket Layer (SSL) technology - this means you cannot inadvertently place an order through an unsecured connection. Most web browsers above version three support this security.

This encryption makes it virtually impossible for unauthorised parties to read any information that you send us.

HOW LONG WILL WE KEEP YOUR PERSONAL DATA?

Whenever we keep your personal data we'll only keep it for as long as is necessary for the purpose for which it was collected.

At the end of the retention period your data will either be deleted completely or anonymised, for example by aggregation with other data so that it can be used in a non-identifiable way for statistical analysis and business planning.

YOUR MAILING PREFERENCES

We want to give you the best possible customer experience. One way to achieve that is to get the richest picture we can of who you are by combining the data we have about you.

We then use this to offer you promotions, products and services that are most likely to interest you.

The data privacy law allows this as part of our legitimate interest in understanding our customers and providing the highest levels of service.

Remember, if you choose not to share your personal data with us, or refuse certain contact permissions, we might not be able to provide some services you've asked for.

There are several ways you can stop or start direct marketing email communications from us:

- Click the 'unsubscribe' link in any email communication that we send you. We will then stop any further emails.
- If you have an account, log in into your account, visit the 'My Account' area and change your preferences.
- Email hello@theplantteam.co.uk
- Call us on: 01626 245036
- Write to us at: The Plant Team, 17 Courtenay Park, Newton Abbot, Devon, United Kingdom TQ12 2HD

Please note that you may continue to receive communications for a short period after changing your preferences while our systems are fully updated. If you change your mind at any point, that's fine, just let us know through any of the methods above.

WHO WE MAY SHARE YOUR DATA WITH

We will never share your email address with anyone.

However there are only three circumstances where we may share some of your data with others:

- With agents, partners and suppliers (including credit reference agencies, credit card clearing agencies, fraud prevention and detection agencies, technology providers, transport delivery companies, direct despatch suppliers and data processing analysts) that we use to process the orders you place with us or who assist us in the service we provide to you. At The Plant Team, we select our partners carefully and require that they comply with high security standards for the protection of your personal data.

Examples of partners who we may share your data with are:

- Companies who we work with in order to carry out our everyday business such as data bureaus, credit card, order processing, fulfilment, growers (in the UK and across Europe and hauliers.
- Companies who we may work closely with to provide our plant sales service.
- Authorities – we may disclose your data when this is required by the law of any jurisdiction to which The Plant Team may be subject.

YOUR RIGHTS OVER YOUR PERSONAL DATA

An overview of your different rights.

You have the right to request:

- Access to the personal data we hold about you, titled a 'subject access request'.
- That all your data is deleted from our system.

For both the above requests you must write to:

- The Plant Team, 17 Courtenay Park, Newton Abbot, Devon, United Kingdom TQ12 2HD

Your request will be acknowledged upon receipt and we will come back to you within 30 working days. Please note that if you are requesting we delete your record we may out of necessity still hold one file with a note of your request for administration purposes.

- The correction of your personal data when incorrect, out of date or incomplete.
- For example, when you withdraw consent, or object and we have no legitimate overriding interest, or once the purpose for which we hold the data has come to an end.
- That we stop using your data for direct marketing (either through specific channels, or all channels).

- That we stop any consent-based processing of your personal data after you withdraw that consent.

Your right to withdraw consent

Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent. Please see 'Your Mailing Preferences' for further information on how to do this.

Where we rely on our legitimate interest

In cases where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop for reasons connected to your individual situation. We must then do so unless we believe we have a legitimate overriding reason to continue processing your personal data.

Direct marketing

You have the right to stop the use of your data for direct marketing activity through all channels, or selected channels. We must always comply with your request.

Checking your identity

To protect the confidentiality of your information, we will ask you to verify your identity before proceeding with any request you make under this Privacy Notice. If you have authorised a third party to submit a request on your behalf, we will ask them to prove they have your permission to act.

OUR COOKIE POLICY

Cookies are small pieces of information that are stored on your computer when you visit some websites. They do not harm your computer – instead they are used to analyse the way you use the internet, and can personalise websites to suit your preferences. The cookies we use are Google Analytics (in which all user data is anonymous)

If you click on a link in an email from us or around our site, we may set a cookie on your browser. If you visit our website as a result of clicking on a link, we are thus able to understand how you interact with the pages of our website through the combination of the cookie and pixels set on the pages of our website. This enables us to understand what interested you in our emails and what did not, and what interests you about our website and what does not. We can then try to send you more relevant information in the future.

If you do not wish this to happen, you can change the cookie settings in your browser (however you will then be unable to use our website for shopping purposes).

Please note that this information is for our use only – we do not disclose or share this information with any third parties.

We may use the services of third parties to collect and use anonymous information about your visits and interactions with our website through the use of technologies such as cookies to personalise advertisements for goods and services. To learn more, or to opt-out of receiving online display advertisements tailored to your interests by our third party partners, visit the European Interactive Digital Advertising Alliance at <http://youronlinechoices.eu/>

EXTERNAL SITES

Our website and emails may contain links to other websites of interest. However, once you have used these links to leave our website, we do not have control over that website. Therefore we cannot be responsible for the protection and privacy of your information whilst visiting such sites. Please exercise caution and read through their privacy statement in order to understand whether and how they will process data about your visit to their site.

We also use Youtube, Facebook, Twitter, Flickr, Pinterest, LinkedIn, Google+ and WordPress. We cannot prevent these sites from collection information on your usage of this embedded content. If you are not logged in to these services, they may still gather anonymous information regarding your usage.
