

Evolve Flowers Ltd Privacy Notice

Who We Are

Evolve Flowers Ltd ('we' or 'us' or 'our') gather and process your personal information in accordance with this privacy notice and in compliance with the relevant data protection Regulation and laws. This notice provides you with the necessary information regarding your rights and our obligations, and explains how, why and when we process your personal data.

Evolve Flowers Ltd registered office is at **19 Flinders Road, Donington PE11 4TT** and we are a company registered in England and Wales under company number **10960570**

Information That We Collect

Evolve Flowers Ltd processes your personal information to meet our legal, statutory and contractual obligations and to provide you with our products or services. We will never collect any unnecessary personal data from you and do not process your information in any way, other than as specified in this notice.

The personal data that we collect from you is: -

- *Full Name*
- *Home Address*
- *Personal Email*
- *Business Email*
- *Home Telephone Number*
- *Mobile Telephone Number*

We collect information in the following ways: -

- *Customer submitting their personal information for Website Orders*
- *Customer submitting their name and email address to receive the Evolve newsletter*
- *Customer calling Evolve Flowers Ltd to place an order*
- *Customer emailing Evolve Flowers Ltd to place an order*
- *Customer visiting Evolve Flowers Ltd to place an order*

How We Use Your Personal Data (Legal Basis for Processing)

Evolve Flowers Ltd takes your privacy very seriously and will never disclose, share or sell your data without your consent; unless required to do so by law. We only retain your data for as long as is necessary and for the purpose(s) specified in this notice. Where you have consented to us providing you with promotional offers and marketing, you are free to withdraw this consent at any time. ***The purposes and reasons for processing your personal data are detailed below: -***

- *We collect your personal data to allow us to process orders or record attendees to workshops*
- *We collect your personal data to allow us to generate quotes or business contracts*
- *We collect and store your personal data as part of our legal obligation for business accounting and tax purposes*
- *We will occasionally send you marketing information where we have assessed that it is beneficial to you as a customer and in our interests. Such information will be non-intrusive and is processed on the grounds of legitimate interests*

Your Rights

You have the right to access any personal information that **Evolve Flowers Ltd** processes about you and to request information about: -

- What personal data we hold about you
- The purposes of the processing

- The categories of personal data concerned
- The recipients to whom the personal data has/will be disclosed
- How long we intend to store your personal data for
- If we did not collect the data directly from you, information about the source

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to do so as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request erasure of your personal data or to restrict processing (*where applicable*) in accordance with the data protection laws; as well as to object to any direct marketing from us. Where applicable, you have the right to data portability of your information and the right to be informed about any automated decision-making we may use.

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 data is protected and kept secure.

Sharing and Disclosing Your Personal Information

We do not share or disclose any of your personal information without your consent, other than for the purposes specified in this notice or where there is a legal requirement. **Evolve Flowers Ltd** uses a third-party to provide the below services and business functions; however, all processors acting on our behalf only process your data in accordance with instructions from us and comply fully with this privacy notice, the data protection laws and any other appropriate confidentiality and security measures.

TaxLinc Ltd

We use TaxLinc Ltd to do our bookkeeping and tax returns and they act in the capacity of a processor on our behalf. The only information we provide them with is your name, address and order details to meet business and legal requirements.

For more information about TaxLinc Ltd, please read their Privacy Notice at <https://www.abcaccounting.com/privacy-policy>

Safeguarding Measures

Evolve Flowers Ltd takes your privacy seriously and takes every reasonable measure and precaution to protect and secure your personal data. We work hard to protect you and your information from unauthorised access, alteration, disclosure or destruction and have several layers of security measures in place, **including:** -

- *We enforce strong password requirements and regular password change policies for user authentication*
- *We protect your data in transit to your web browser using SSL/TLS encryption*
- *All personal information and passwords are encrypted in our database*
- *We use anti-virus and anti-malware software on our servers*
- *We perform regular security updates on our servers*
- *We take secure regular backups of your data and this is stored in an encrypted state offsite.*

Transfers Outside the European Union *(if applicable)*

Personal data in the European Union is protected by the General Data Protection Regulation (GDPR) but some other countries may not necessarily have the same high standard of protection for your personal data. **Evolve Flowers Ltd** does not transfer or store any personal data outside the EU.

Consequences of Not Providing Your Data *[if relying on statutory/contractual requirement basis]*

You are not obligated to provide your personal information to Evolve Flowers Ltd, however, as this information is required for **us to provide you with our services/deliver your products/legitimate interests**, we will not be able to offer some/all our services without it.

How Long We Keep Your Data

only ever retains personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. 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.

Where you have consented to us using your details for direct marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

Marketing *[if applicable]*

Occasionally, **Evolve Flowers Ltd** would like to contact you with the exclusive promotional offers that we provide. If you consent to us using your contact details for this purpose, you have the right to modify or withdraw your consent at any time by using the opt-out/unsubscribe options or by contacting Evolve Flowers Ltd directly.

If you **consent** to us contacting you with the above-mentioned marketing and offers, please tick to say how you would like to be contacted: -

Post Email Telephone Text Message (SMS) Automated Call

LEGITMIATE INTERESTS

Evolve Flowers Ltd will occasionally send you promotions by email that have been identified as being beneficial to our customers and in our interests. Such information will be relevant to you as a customer and is non-intrusive and you will always have the option to opt-out/unsubscribe at any time.

If you would prefer **not** to receive above-mentioned marketing and offers, please tick below: -
I wish to opt-out of marketing

Lodging A Complaint

Evolve Flowers Ltd only processes your personal information in compliance with this privacy notice and in accordance with the relevant data protection laws. If, however you wish to raise a complaint regarding the processing of your personal data or are unsatisfied with how we have handled your information, you have the right to lodge a complaint with the supervisory authority.

Evolve Flowers Ltd take your privacy seriously and will only process your personal data with your consent and in accordance with the terms stated in our Privacy Notice. If you consent to us collecting and processing your personal data, please complete tick below: -

I consent to you processing my personal data as detailed in your Privacy Notice: