

## **Privacy and Retention Policy**

This Privacy Policy details how Claire Carney Floral And Balloon Designs (CCFABD) uses and protects any Personally Identifiable Information (PII) that you provide.

### **General Data Protection Regulations (GDPR)**

This is an EU regulation which will be adopted in the UK from 25<sup>th</sup> May 2018. The data that we collect is necessary in order to fulfil our contract to supply flowers and / or balloons and / or courses to you. This is detailed in the regulation as a legitimate basis for processing.

### **Who are we?**

For the purposes of the data Protection Act 1988 and the General Data Protection Regulations, CCFABD is both the 'data controller' and 'data processor'.

### **What are our privacy principles?**

In order to protect your privacy, CCFABD;

- Does not collect more PII than is necessary
- Does not use your data for purposes other than to fulfil the agreed contract with you
- Does not keep your personal data if it is no longer needed
- Will never sell your data to third parties.

### **What personal data is collected and how is it used?**

When you contact CCFABD in person, by phone, via social media or email, the information collected may include;

- Your name
- Your address
- Your email address
- Your phone number(s)
- The name and address of the recipient of a gift you have ordered

This information is used purely to enable the contract to be fulfilled successfully.

The website [www.claresfloralandballoondesigns.co.uk](http://www.claresfloralandballoondesigns.co.uk) uses 'cookies' to collect data relating to how you use the site. You can choose to disable cookies to prevent them being stored on your computer. This information enables the performance of the website and its pages to be analysed for effectiveness. A copy of the cookies policy is available when you enter the website.

If you opt in to subscribe to the email marketing from the website, you can opt out at any time following the links provided.

## **Privacy and Retention Policy (2)**

### **How to view, correct or delete your personal data**

If you wish to make a Subject Access Request, require any corrections to be made to the data held about you or want your data to be deleted please contact [claire@clairesfloralandballoondesigns.co.uk](mailto:claire@clairesfloralandballoondesigns.co.uk). A Subject Access Request will incur a £10 fee.

### **Retention Policy**

The information gathered about you will be held as part of the statutory accounting timescale of 6 years + current year. After this period of time has passed, your paper and electronic details will be securely destroyed.

### **Changes to this Policy**

This Privacy and Retention Policy may be updated at any time. As these changes are binding on website users with immediate effect it is advised that you check this webpage from time to time to ensure you are still happy with the contents of this policy.

### **Security**

The security of your information is very important to us and we will do our very best to keep your data safe. However, any information transmitted over the internet cannot be guaranteed totally secure. Therefore, any information you choose to send in this way is done at your own risk.

### **Law**

This privacy policy is governed by English law and any dispute arising from it shall be subject to the exclusive jurisdiction of the English courts.

### **To make a complaint**

If you wish to raise a concern about the way your data has been handled, please contact the Information Commissioners Office (<https://ico.org.uk/concerns/>).

### **How to get in touch**

If you wish to get in touch regarding any information within this policy, please email [claire@clairesfloralandballoondesigns.co.uk](mailto:claire@clairesfloralandballoondesigns.co.uk).