



Oakfield Nurseries, Aldford Road, Huntington, Chester CH3 6EA

Telephone 01244 320731

## Privacy & GDPR Policy

Harold Walker, Walkers Plant Centre (from hereafter referred to as Walkers Plant Centre is committed to upholding your privacy and taking care with your personal data as a valued customer and user of our website or as an employee.

We are committed to protecting the privacy of your personal data. We will respect any personal data you share with us or we collect from you and keep it safe. We aim to be clear when we collect your personal data and not do anything you wouldn't reasonably expect with your data.

### Your privacy

Please read this Privacy Policy carefully to understand our practices regarding your personal data and how we will collect, use and store your personal data. We may update this policy from time to time so please check it regularly. If there are significant updates, we will inform those people with whom we are in regular contact.

### 1. Who we are

**“Harold Walker” or “Walkers Plant Centre”** refers to the following entities:

Harold Walker

Our VAT no. is 160 2438 93

Walkers Plant Centre is a partnership. Its main activities are for profit wholesale trading activities.

We refer to this entity as “Walkers Plant Centre” throughout this policy, and references to “we” and “us” refer to Walkers Plant Centre.

Walkers Plant Centre may be data controllers of your personal data.

Walkers Plant Centre is located at Oakfield Nurseries, Aldford Road, Huntington, Chester, CH3 6EA

All comments, queries or requests relating to our use of your personal information are welcomed:

- By e-mail – [info@walkersplantcentre.co.uk](mailto:info@walkersplantcentre.co.uk)
- By post – Walkers Plant Centre, Oakfield Nurseries, Aldford Road, Huntington, Chester, CH3 6EA

## **2. What personal data we collect and the purposes for which we use it. What personal data do we hold?**

**Some examples of the type of information we may collect and hold about you are as follows:**

- your full name and your title
- postal address;
- telephone number(s);
- email address;
- records of your correspondence with us;
- records of your purchases from us;
- bank or credit card details (if you purchase something from us);
- information you enter into our websites and digital products and details of how you use those websites and digital products (more details can be found in our cookie policy here)
- CCTV footage of those visiting our premises;
- Photographs and digital images of individuals.

But we may also collect, hold and process other personal data where it is appropriate and relevant, for example:

- personal data about you that will enable us to be more precise in what we send you or how we approach you.
- personal data provided in applying for employment. You can apply to work for us and we will ask for your CV and some personal details to enable us to process your application. Providing your job application data is voluntary, however, if you choose not to provide all of the information requested, our ability to consider you as a candidate may be limited.

### **How and why will we use this personal data?**

We will use your personal data to:

- provide you with the information, products or services you have requested from us, including such things as special offers, order updates, responding to your enquiries and requests, attending customer events and to tell you about our work;
- administer all aspects of being a customer of Walkers Plant Centre;
- analyse and understand how people use our websites and digital products so we can improve and personalise the experience for users and reflect your preferences and previous interactions;
- keep a record of our relationship with you;
- improve how we communicate with you and how we operate more generally; keep in contact with you in the ways that you have requested or agreed to;
- personalise our services and communications to you
- notify you about changes to our services;
- administer and process payments you make for products and services;
- verify your identity where required to use some of our services;
- comply with applicable laws and regulations and requests from statutory agencies including for such purposes as health and safety; the detection and prevention of crime and safeguarding; and
- carry out any obligations or provide you with any other services, functionality or content which you specifically request or agree to.
- **Employment with Walkers Plant Centre:** We will only use the information you give us to process your application. If we need to request a reference, we will tell you beforehand. Unsuccessful applicants' information will be retained for a period of six months from the closing date of the job position and successful applicants will be retained as part of the employee file for the duration of the employment contract and for 7 years from the employee leave date to fulfil legal obligations. You will also be asked to provide equal opportunities information as part of the application process. This is not mandatory and if you chose not to provide it, it will not affect your application. This information is not made available in anyway which can identify you. Any information you do provide, will only be used to produce and monitor equal opportunities statistics.

For the avoidance of doubt, we do not use personal data for automated decision-making which produces legal effects or similarly significantly affects individuals.

### **3. What lawful basis do we rely on to use your personal data?**

**The legal basis that we rely on for processing your personal data are:**

You have provided your consent to us using your personal data for a specific purpose:

It is necessary in connection with the performance of a contract with you:

Sometimes it is necessary to process your personal data so that we can enter into contractual relationships with you. For example, if you purchase something from Walkers Plant Centre, we will require your personal data to enable us to perform our agreement.

It is necessary for compliance with a legal obligation to which we are subject:

This would include where we have to retain certain records, for example, to manage health and safety, for the detection and prevention of crime, safeguarding obligations, for maintaining suppression lists to ensure we comply with marketing laws, for tax reasons and undertaking due diligence before entering into certain relationships.

It is within our legitimate interests.

Applicable law allows personal data to be collected and used if it is reasonably necessary for our legitimate interests or a third party's legitimate interests (as long as the processing is fair, balanced and does not unduly impact individuals' rights). We will rely on this grounds to process your personal data only when it is not practical or appropriate to ask for your consent, and where we are confident that this will not impact your rights.

Where you have provided your details to us, we may contact you by email, post and phone for certain marketing activities as set out below (but we will explain this to you at the point that we collect your details). You can opt out of this activity at any time by emailing [info@walkersplantcentre.co.uk](mailto:info@walkersplantcentre.co.uk)

We will also rely on our legitimate interests for the proper administration of Walkers Plant Centre, and to manage our operations (for example, maintaining appropriate records and databases, for the detection and prevention of crime and safeguarding all those who access our premises and facilities).

When we process your personal data to achieve such legitimate interests, we consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. We will not use your personal data for activities where our interests are overridden by the impact on you, for example where use would be excessively intrusive (unless, for instance, we are otherwise required or permitted to by law).

#### 4. How we collect personal data

##### **We collect information about you:**

When you give it to us directly

You may give us your personal data in order to receive information from us; visit our facilities; buy products or services from us or when you otherwise engage with us on our websites and digital products.

When a third party provides us with your personal data

Your personal data may be shared with us by third parties in certain circumstances. This may include (but is not limited to) mutual contacts who recommend you to us or buy goods and services on your behalf. Where

appropriate you should check any Privacy Policy of any third party when you provide your personal data to them in order to understand fully how they will process your personal data.

When it is available publicly

We may combine personal data you provide to us with personal data available from external publicly available sources such as Companies House and published articles and newspapers. Depending on your privacy settings for social media services, we may also access personal data from those accounts or services. We use this personal data to gain a better understanding of you, and to improve our communications.

When you use our websites and digital products, such as

Walkersplantcentre.co.uk

We may collect personal data about you when you use our websites and digital products. Whenever you input personal data into our website, we may collect the personal data that you give to us.

We do not currently use “cookies” on our website

We may collect other personal data from your use of the websites, such as your IP address and access times.

We may link our websites directly to other sites. This privacy policy does not cover external websites and we are not responsible for the privacy practices or content of those sites. We encourage you to read the privacy policies of any external websites you visit.

## **5. Communications and marketing**

We may contact you by post and telephone, and, where you have provided consent, by e-mail, to let you know about our promotions and activities (and we may also mention those of third parties, particularly where they are collaborating with us or sponsoring our events) that might be of particular interest to you.

You can opt-out from receiving our marketing communications, or update your contact preferences at any time by emailing: [info@walkersplantcentre.co.uk](mailto:info@walkersplantcentre.co.uk)

## **6: Social media targeting**

If you are a social media user, we will use certain social media tools as part of our relationship with you. These tools include such things as Facebook, Instagram, Twitter and LinkedIn.

Through using these tools, we will provide some of your data to the social media platform / organisation to allow them to identify your social media profile with them. The social media platform/organisation will then show you relevant advertisements relating to Walkers Plant Centre which we think you will be interested in seeing on your newsfeed.

The social media platform/organisation will also use your profile to identify those with similar characteristics to you who we think may also be interested

in finding out more about Walkers Plant Centre work. These identified individuals will then be shown content about Walkers Plant Centre on their newsfeed. This activity is governed by the social media platform's own privacy policy and terms and conditions, so please do refer to these documents if you require any further information about this activity.

## **7. Data sharing**

We do not and will not sell your information under any circumstances. Whilst we may allow our staff, consultants and/or external service providers acting on our behalf to access and use your personal data for the activities we have described in this policy (e.g. to provide services or products to you, deliver mailings, to analyse data and to process payments, to maintain payroll or employment records), we only permit them to use it to deliver the relevant information, goods or services, and only if they apply an appropriate level of security protection.

We may need to disclose your personal data upon request to regulatory and government bodies as well as law enforcement agencies.

Unfortunately, the transmission of personal data 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 personal data transmitted to or via our websites and digital products; any transmission is at your own risk.

## **8. How we keep your personal data safe and who has access to it**

We are committed to ensuring that there are appropriate technical controls in place to protect your personal data including protection from misuse and unauthorised access. For example our network is protected and routinely tested.

Your information is only accessible by staff and contractors who are bound by appropriate policies and procedures to protect your information.

## **9. Your rights**

Please note that you may only use/ benefit from some of the following rights in limited circumstances. For more information, we suggest that you consult guidance from the Information Commissioner's Office (ICO)

– <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr> - or please contact us using the details in section 12 below.

Right to restrict processing

In certain circumstances as outlined in the ICO guidance referred to above, you have a right to require us to stop processing your personal data in a particular way.

Right to erasure

You have the right to request that your personal data is erased from our records in certain circumstances.

#### Right of access

You have a right to ask for a copy of the personal data we hold about you. If you want to access your personal data, please send a description of the personal data you want to see and proof of your identity by post to The Data Controller, Walkers Plant Centre, Oakfield Nurseries, Aldford Road, Huntington, Chester, CH3 6EA.

#### Right to rectification

We also want to make sure that your personal data is accurate and up to date. Please let us know if your details change. You may also ask us to correct or remove personal data which is inaccurate.

#### Right to object

You can also opt-out of receiving all or some of our marketing communications or request that we stop processing personal data about you for certain purposes at any time by contacting us using the details below.

#### Right to data portability

In certain circumstances you have a right to data portability which means we will provide you (or a third party you nominate) with your personal data in a structured, commonly used and machine-readable format.

## 10. Complaints

If you are unhappy with the way in which we have handled your personal data please contact us using the details below.

Please let us know if you have any queries or concerns about the way that your personal data is being processed by us by contacting us on the details below. You are also entitled to make a complaint to the Information Commissioner's Office. For further information see the Information Commissioner's guidance [here](#).

## 11. Data retention

We keep personal data for as long as there is a need to keep it in connection with the purposes for which it was collected. We may keep your personal data after a particular matter or exchange has concluded but purely for record keeping purposes and to be able to respond to queries. In some cases, we are also obliged to retain your personal data to comply with legal or statutory obligations (for example, to keep records of contractual, financial matters, employment matters).

In the event that you ask us to stop sending you marketing communications, we will retain certain details, such as your name and email address, but only to ensure that you are not contacted again.

## **12. Contact**

For all enquiries in respect of this privacy policy, please contact [info@walkersplantcentre.co.uk](mailto:info@walkersplantcentre.co.uk)

## **13. Websites and digital products**

In this policy “websites and digital products” refers to [www.walkersplantcentre.co.uk](http://www.walkersplantcentre.co.uk) and all our digital products, such as email, applications and digital channels, including social media.

## **14. Changes to this privacy policy**

We keep our privacy policy under regular review. This privacy policy was last updated in May 2018