

## **Four Oaks Horticulture Ltd**

### **Privacy Policy (Effective from December 2021)**

Four Oaks Horticulture Ltd, ("We") are committed to protecting and respecting your privacy.

This policy (together with our terms of use 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. The protection of your data is of paramount importance to 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 General Data Protection Regulation (GDPR) (EU) 2016/679, the data controller is Karen Kelly, Four Oaks Horticulture Ltd, Farm Lane, Lower Withington, Macclesfield, SK119DU

If you have any questions about this policy or our treatment of your personal data, please contact us:

- by email at: Karen@fouroaks-tradeshow.com
- by post to: Karen Kelly, Four Oaks Horticulture Ltd, Farm Lane, Lower Withington, Macclesfield, SK11 9DU
- Our data protection registration number is ZA424138

### **THE DATA SUBJECT 'YOU'**

We may collect and process the following data about you:

- Information that you provide by filling in forms on our site - <https://www.fouroaks-tradeshow.com>
- Records of correspondence with you;
- We may also ask you to complete surveys that we use for research purposes and send you relevant marketing information;
- Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data and the resources that you access;
- Calls made to or from us may be recorded for training purposes and to monitor customer service and regulatory compliance.

### **Why we require your data**

When you provide your data to us, you consent for us to use your personal information to:

- Contact you about the Four Oaks Trade Show via the contact methods you have provided, which could include telephone, text message (SMS), email and/or post;
- Administer our website, including ensuring that we can enable your use of the services on our website (including enquiries and complaints about our website) and improve your browsing experience by personalising the website

## **Information we may collect from you**

We may collect and process the following data about you:

- Information that you provide by filling in any data gathering forms
- Records of correspondence with you;
- We may also ask you to complete surveys that we use for research purposes and send you relevant marketing information;
- Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data and the resources that you access;
- Calls made to or from us may be recorded for training purposes and to monitor customer service and regulatory compliance.

## **IP addresses and cookies**

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 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.

They enable us:

- To estimate our audience size and usage pattern;
- To store information about your preferences, and so allow us to customise our site according to your individual interests;
- To speed up your searches;
- To recognise you when you return to our site.
- 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, our system will issue cookies when you log on to our site.

For detailed information on the cookies we use and the purposes for which we use them see our full Cookie Notice below.

## **Storage of your personal data**

All information you provide to us is stored on secure servers. It will only be kept for as long as necessary and no longer than six years.

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 use strict procedures and security features to try to prevent unauthorised access.

## **Uses made of the information**

Four Oaks Horticulture Ltd will only use any information gathered where required.

We also use information held about you in the following ways:

- To ensure that content from our site is presented in the most effective manner for you and for your computer;
- To provide you with information, products or services that you request from us or which we feel may interest you;
- To carry out our obligations arising from any contracts entered into between you and us;
- 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.

## **Disclosure of your information**

We may disclose your personal information 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 also appoint data processors in order to deliver our services, who will have access to your data. We ensure any appointed data processors abide by the same strict processes to protect your data.

We may only disclose your personal information to third parties in the following instances:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
- In the event you expressly allow us to;
- 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 and other agreements; or to protect the rights, property, or safety of Four Oaks Horticulture Ltd, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## **Links**

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.

## **Access to information**

The Act gives you the right to access, update and request the erasure of information held about you. You can exercise these rights by using the contact details provided below.

## **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.

## **Contact**

Questions, comments, requests and complaints regarding this privacy policy are welcomed and should be addressed to the Data Protection Officer at [Karen@fouroaks-tradeshows.com](mailto:Karen@fouroaks-tradeshows.com)

## Cookie Notice

This cookie notice sets out information about our use of cookies. Our site uses cookies to distinguish you from other users of our site. This helps us to provide you with a good experience when you browse our site and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

**Strictly necessary cookies** – These are cookies that are required for the operation of our site. They include, for example, cookies that enable you to log into secure areas of our site, use a shopping cart or make use of e-billing services.

**Analytical/performance cookies** – They allow us to recognise and count the number of visitors and to see how visitors move around our site when they are using it. This helps us to improve the way our site works, for example, by ensuring that users are finding what they are looking for easily.

**Functionality cookies** – These are used to recognise you when you return to our site. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

**Targeting cookies** – These cookies record your visit to our site, the pages you have visited and the links you have followed. We will use this information to make our site and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

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

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Except for essential cookies, all cookies will expire after 2 years.

For more information on cookies and how to disable them, you can consult the information provided by the Interactive Advertising Bureau at [www.allaboutcookies.org](http://www.allaboutcookies.org).

## YOUR DATA RIGHTS

As a data controller, if you request the rectification, erasure or restriction of your data, we will also communicate this to any third party who your data has been disclosed to.

In exercising any of your rights, we will take action within one month. However, should the request be complex we can extend this by a further two months. We will inform you of this in this event. We will need to confirm your identity before completing any action on your behalf, and reserve the right to not complete action until we are satisfied that you are making the request. If we cannot complete your request, we will inform you within one month and explain why.

## **Data Access**

You can access your data at any time by submitting a Subject Access Request ("SAR"). We will confirm what data is being processed and provide you with a copy of your data in addition to confirming your data rights. We will provide this free of charge. However, if you make repetitive requests, we will charge an administrative fee of £10.

You can make this request using reasonable means, including by telephone, post or email. If you make the request by email, we will provide your information in a commonly used electronic format unless you instruct us otherwise

## **Data Correction**

If you wish to amend any inaccurate data that we hold, please notify us specifically by telephone, post or email, or during the course of the provision of our services. We will make the amendment as soon as possible. If any data held is incomplete, you can complete this at any time. We may require this to be completed to allow us to provide our Claims Services.

## **Data Deletion**

We can delete or "forget" your data when requested by you in the following circumstances:

- We no longer require your data (when we have finished providing any services requested by you and are no longer subject to any legal or Regulatory requirements, such as accounting requirements and complaints handling);
- You withdraw your consent and there is no other reason for us to hold your data;
- You object to the processing, as described below;
- You believe your data has been unlawfully processed; or
- There is a legal obligation to erase your data.

You can make this request using reasonable means including by telephone, post or email. If you request for your data to be deleted, we will confirm whether this can take place and the next steps that we will take. If we cannot delete your data, we will explain why and confirm any actions required to allow us to do so.

## **Data Restriction**

You can restrict us from processing your data in the following circumstances:

- You believe your data is inaccurate;
- You believe your data has been unlawfully processed but do not want us to delete your data;
- We no longer need your data but it is required by you for making or defending a legal claim; or
- You object to the processing, as described below, but we are verifying this.

If you make a restriction request, we will still store a copy of your data but cannot use this. We will inform you if the restriction needs to be lifted. You can make this request using reasonable means including by telephone, post or email. If you request for your data to be restricted, we will confirm whether this can take place and the next steps that we will take. If we cannot restrict your data, we will explain why and confirm any actions required to allow us to do so.

### **Object to data processing**

You can object to the processing of your data at any time. If you object, we will no longer process your data unless we have a compelling and legitimate reason not to do so. In this case, you will be informed why we cannot stop processing your data.

You can always object to receiving marketing from us and we will stop processing your data for marketing purposes at any time.

### **Data Portability**

You can request your data in a commonly used electronic format, and for us to transfer this to another entity or person, where we are processing your data with your consent or in accordance with a contract. This will only apply to information which is processed by automated means (e.g. by a computer). Where feasible, we will send your data directly to another entity or person.

### **LEGAL REQUIREMENTS**

We may be required to use your data due to a legal requirement which is placed upon us; this includes our regulatory requirements such as financial record keeping, staff training and monitoring, in addition to complaint handling. In these circumstances, we may be required to keep your data by law. We will always inform you if this is the case.

### **DISCLOSURES**

We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes as set out in this policy.

In addition, we may disclose information about you:

- to the extent that we are required to do so by law;
- in connection with any legal proceedings or prospective legal proceedings; and
- in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk).

### **LINKS**

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.

## **COMPLAINTS**

If you would like to make a complaint in relation to the way we process your personal information, please email - [Karen@fouroaks-tradeshows.com](mailto:Karen@fouroaks-tradeshows.com).

We will endeavour to resolve any issues as soon as possible, however if we are unable to do so to your satisfaction, you can contact the Information Commissioner's Office (ICO) ([www.ico.org.uk](http://www.ico.org.uk), Tel: 0303 123 1113).

## **CHANGES TO OUR PRIVACY POLICY**

Any changes we may make to our privacy policy in the future will be posted on this page please ensure you keep checking back to ensure you are up to date with these changes.