



The Seasonal Florist – Privacy Policy

Last updated: 1 July 2026

1. Who We Are

The Seasonal Florist is committed to protecting your privacy and handling your personal information responsibly.

This Privacy Policy explains how we collect, use, store and protect personal data when you use our website, contact us, place an order, make an enquiry, or communicate with us by email, telephone, WhatsApp, social media or any other direct communication.

For the purposes of data protection law, The Seasonal Florist is the data controller for the personal information we collect and use.

2. What Information We Collect

We may collect and use the following types of personal information:

- Your name
- Your email address
- Your telephone number
- Billing and delivery details
- Recipient name, address and contact details where needed for delivery
- Order details, including products ordered, delivery date and card message wording
- Payment confirmation and transaction information
- Communications sent to us by email, WhatsApp, telephone, website forms or social media
- Preferences, special instructions or other information relevant to your order or enquiry
- Website usage information, where cookies or analytics are used

We do not store full card details. Card payments are processed securely by our payment provider.

3. How We Use Your Information

We use your personal information to:

- Process, manage and fulfil your orders
- Deliver flowers or arrange delivery
- Communicate with you about your order or enquiry
- Provide customer support
- Respond to messages, questions or complaints
- Send order confirmations, updates or service-related messages
- Send follow-up messages or review requests
- Keep appropriate business and accounting records
- Improve our products, services and website
- Comply with legal, tax, regulatory or insurance obligations

We do not sell your personal information.

We do not use your personal information for unsolicited marketing. If we introduce email marketing in the future, we will only send it where we have a lawful basis to do so and you will be able to unsubscribe.

4. Our Lawful Basis for Using Your Data

We only use personal information where we have a lawful basis under UK data protection law.

Depending on the circumstances, we may rely on:

- **Contract** — where we need to use your information to process and fulfil an order.

- **Legal obligation** — where we need to keep records for tax, accounting or legal reasons.
- **Legitimate interests** — where it is necessary for running our business, responding to enquiries, improving our services, managing customer relationships, dealing with complaints, or requesting reviews.
- **Consent** — where required, for example for certain types of marketing or non-essential cookies.

5. Sharing Your Information

We may share your personal information with trusted third parties where necessary to run our business and provide our services. This may include:

- Payment providers
- Website and ecommerce platforms
- Delivery providers or couriers
- IT, hosting and system support providers
- Email, messaging or communication platforms
- Accountants, bookkeepers, insurers or professional advisers
- Legal, regulatory, tax or government authorities where required

We only share the information needed for the relevant purpose.

Where third parties process personal data on our behalf, they are expected to handle it securely and in accordance with applicable data protection laws.

6. International Transfers

Some third-party platforms or service providers we use may process or store information outside the United Kingdom.

Where this happens, we will take reasonable steps to ensure that appropriate safeguards are in place to protect your personal information in accordance with UK data protection law.

7. How Long We Keep Your Information

We keep personal information only for as long as reasonably necessary for the purposes for which it was collected.

Order and transaction records may be kept for up to 6 years where required for tax, accounting, legal or insurance purposes.

General enquiries that do not result in an order will usually be kept only for as long as needed to respond to the enquiry and manage any follow-up.

Where information is no longer needed, we will delete it securely or anonymise it where appropriate.

8. Cookies and Website Analytics

Our website may use cookies and similar technologies to help it work properly, improve the user experience and understand how visitors use the site.

Cookies may include:

- Essential cookies needed for the website to function
- Performance or analytics cookies to help us understand website usage
- Functionality cookies to remember preferences

You can control or disable cookies through your browser settings. Please note that some parts of the website may not work properly if essential cookies are disabled.

Where required by law, we will ask for your consent before using non-essential cookies.

9. Data Security

We take reasonable steps to protect your personal information from unauthorised access, loss, misuse, alteration or disclosure.

This may include using secure payment providers, password-protected systems, appropriate access controls and careful handling of customer information.

However, no method of online transmission or electronic storage is completely secure, so we cannot guarantee absolute security.

10. Your Rights

Under UK data protection law, you may have the right to:

- Access the personal information we hold about you
- Ask us to correct inaccurate or incomplete information
- Ask us to delete your information in certain circumstances
- Ask us to restrict how we use your information
- Object to certain uses of your information
- Withdraw consent where we rely on consent
- Request a copy of your information in a portable format, where applicable

To make a request, please contact us using the details below.

We may need to verify your identity before responding to a request.

11. Complaints

If you have any concerns about how we use your personal information, please contact us first so that we can try to resolve the issue.

You also have the right to complain to the Information Commissioner's Office, which is the UK regulator for data protection matters.

ICO website: www.ico.org.uk

12. Contact Us

If you have any questions about this Privacy Policy or how your personal information is handled, please contact us:

Email: hello@theseasonalflorist.co.uk

Address: Colchester, Essex. Full postal address available upon request.

13. Changes to this Privacy Policy

We may update this Privacy Policy from time to time.

The latest version will be available on our website or provided on request. Please check this policy periodically to ensure you are happy with any changes.