

## PRIVACY POLICY

1. This website is operated by Catkins & Clematis Ltd. Where these terms and conditions use terms such as 'we', 'us' and 'our' they refer to Catkins & Clematis.
2. By using our website and/or purchasing something from us, you are deemed to have accepted this Privacy Policy.

## COOKIES

3. This site uses cookies – small text files that are placed on your machine to help the site provide a better user experience.
4. Cookies are used to retain user preferences, store information for things like shopping carts, and provide anonymised tracking data to third party applications like Google Analytics.
5. As a rule, cookies will make your browsing experience better. However, you may prefer to disable cookies on this site and on others. The most effective way to do this is to disable cookies in your browser. We suggest consulting the Help section of your browser or taking a look at the [About Cookies](#) website which offers guidance for all modern browsers.

## THIS PRIVACY POLICY

6. This privacy policy is for the website [www.catkinsandclematis.co.uk](http://www.catkinsandclematis.co.uk) and is presented by Heather Ward. This document outlines the responsibilities and rights of the individuals who choose to use it.
7. This policy sets out different areas where user privacy is concerned and outlines the obligations, rights & requirements of the users, the website and website owners. Furthermore the way this website processes, stores and protects user data and information will also be detailed within this policy.

## THE WEBSITE

8. The website [www.catkinsandclematis.co.uk](http://www.catkinsandclematis.co.uk) and its owner takes a proactive approach to user privacy and ensures necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website complies to all UK national laws and requirements for user privacy.
9. The information contained in this website is for general information and for the purpose of informing customers about their purchase process in undertaking services from Catkins & Clematis. The information is provided by Catkins and Clematis and we endeavour to keep all

information up to date and correct. However, we reserve the right to revoke information upon our discretion. We make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability regarding the website or the information, products, services, or related graphics contained on the website for any purpose. Any reliance you place on such information is therefore strictly at your own risk.

10. Through this website we present the ability for you to link to other websites which are not under the control of Catkins & Clematis. We have no control over the nature, content and availability of external sites linked to through [www.catkinsandclematis.co.uk](http://www.catkinsandclematis.co.uk). The inclusion of any links does not necessarily imply a recommendation or endorse any views expressed within them.

## CONTACT & COMMUNICATION

11. Users contacting [www.catkinsandclematis.co.uk](http://www.catkinsandclematis.co.uk) and/or its owner do so at their own discretion. Any personal information provided through contact form submissions or direct contact made to Catkins and Clematis via telephone, email, social media or any other communication method will remain secure within the application used by Catkins & Clematis to process that information. For example, by emailing Catkins & Clematis your email address and any information you provide on that email communication will be stored by Catkins & Clematis, using the secure email service provider chosen by Catkins & Clematis. You will also, by making this communication with Catkins & Clematis, by agreeing to Catkins & Clematis making contact with you directly for the purposes outlined in your initial communication.
12. Catkins & Clematis will not add you to a mailing list unless you consent and will not pass your information onto a third party as a result of this communication. You will only be contacted directly by Catkins and Clematis regarding matters associated with the initial subject area unless deemed by Catkins & Clematis as an area of immediate interest relating to the benefit of yourself or your business.
13. After three years of continued non-contact, your personal information will be deleted. Every effort has been made to ensure a safe and secure form to email submission process, including using reputable secure services, hosting and password security regarding access to the information provided.
14. This is by no means an entire list of your user rights in regard to receiving email marketing material. If you would like to find out more about your communication rights, please visit [www.ico.org.uk](http://www.ico.org.uk).

15. If you would like to remove your information after having contacted Catkins & Clematis in this way, please contact me directly on [heather@catkinsandclematis.co.uk](mailto:heather@catkinsandclematis.co.uk) and I will remove your information within 30 days honouring the right to be forgotten under the GDPR.

## **EMAIL NEWSLETTER**

16. [www.catkinsandclematis.co.uk](http://www.catkinsandclematis.co.uk) operates an email newsletter program, used to inform subscribers about products and services supplied by this website, and blog posts/news/articles that may be relevant. Users can subscribe through an online automated process should they wish to do so but do so at their own discretion. The online processor used in this instance operated by Go Daddy and this is where your data will be securely held.
17. Subscriptions are taken in compliance with GDPR and on the lawful basis of consent, which will be digitally recorded by Go Daddy.
18. Email marketing campaigns published by this website or its owner may contain tracking facilities within the actual email. Subscriber activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity includes; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity. This information is used to refine future email campaigns and supply the user with more relevant content based around their activity.
19. In compliance with UK Spam Laws and the Privacy and Electronic Communications Regulations 2003 subscribers are given the opportunity to un-subscribe at any time through an automated system. This process is detailed at the footer of each email campaign.
20. If you would like to remove your information after having signed up to Catkins & Clematis mailing list, please use the un-subscribe function mentioned in the paragraph above, or contact me directly on [heather@catkinsandclematis.co.uk](mailto:heather@catkinsandclematis.co.uk) and I will remove your information within 30 days honouring the right to be forgotten under the GDPR.

## **PROCESSING ORDERS - WHO DO WE SHARE YOUR DATA WITH?**

21. We occasionally share your data with trusted third parties to enable us to fulfil your orders. For example, delivery couriers or Royal Mail.

## HOW DO WE PROTECT YOUR PERSONAL DATA?

22. We know how much data security matters to our customers. We will treat your data with the utmost care. We secure all transactional areas of our website using the 'https' technology. .

## EXTERNAL LINKS

23. Although this website only looks to include quality, safe and relevant external links, users are advised adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text / banner / image links to other websites, similar to; [www.websitename.co.uk](http://www.websitename.co.uk).)
24. The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

## SOCIAL MEDIA PLATFORMS

25. Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.
26. Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.
27. This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

## SHORTENED LINKS IN SOCIAL MEDIA

28. This website and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy urls [web addresses].

29. Users are advised to take caution and good judgement before clicking any shortened urls published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine urls are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

## **TRACKING INFORMATION & ANALYTICS**

30. This website uses tracking information and analytical software to review performance and assist in improving both the website and the marketing activity used to attract people to this website.
31. This information does not carry personal details or information which could render an individual identifiable. This information is used to profile data such as the location website traffic is coming from or the pages that are most well used within the website. This information is gathered on this website by the use of cookies.
32. When visiting this website you have the option to restrict the use of cookies for the duration of your visit by choosing to not opt into the pop up option at the top of the screen. Please be aware, this may cause some elements of the site to be restricted in functionality.

## **ACCESS REQUEST**

33. If you have made contact with Catkins & Clematis or believe that Catkins & Clematis retains your data you have the right to the following:
- The right to be informed on the data held.
  - The right of access to information held.
  - The right to erasure of data held on you.
  - The right to restrict processing of your data.
  - The right to data portability.
  - The right to object.
  - The right not to be subject to automated decision making including profiling of identifiable data.

If you would like any more information on your data rights, or you think this website is in breach of your data rights you can contact [www.ico.org.uk](http://www.ico.org.uk).