

CONGLETON GARDEN MACHINERY

Business Privacy Policy

This Privacy Policy sets out how Congleton Garden Machinery uses and protects any information that you give to Congleton Garden Machinery.

Congleton Garden Machinery is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, you can be assured that it will only be used in accordance with this privacy statement.

Please read this Policy carefully. Please contact the Company if you have any concerns about our privacy practices.

What we collect

We may collect the following information:

- Name and address
- Email address
- Telephone Number
- Information regarding purchases

How we collect this information

When a customer purchases from Congleton Garden Machinery the above data is taken from them and input onto a CRM system to enable invoicing. Data will only be collected from customers.

Lawful basis for processing

1. *Processing is necessary for compliance with a legal obligation to which the controller is subject* – i.e. HMRC requires that we keep invoices for six years. These show the data provided when purchases were made.
2. Any further correspondence with individuals will only be made with explicit “*Consent*”
3. We have an interest in informing business professionals about marketing and sales practices that achieve good results. Also we may process your information to send you marketing that is tailored to your interests and industry.

Congleton Garden Machinery ensures that all data is accurate and we do not hold more information than is necessary.

What do we do with the information we gather?

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping (Lawful basis number 1 above)
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address or address you have provided (Lawful basis number 2 above)
- We produce a newsletter that customers can subscribe to if they choose (Lawful basis number 2 above)
- Our database is controlled by a company called True Track Software Ltd. They maintain and manage our CRM system, which was initially created by them. To read their Privacy Policy please visit their website (Lawful basis number 1 above).
- If Congleton Garden Machinery receives consent to contact customers by email, their email address is entered onto MailChimp which is a system that creates a mail shot when sending out emails to several people. Please visit their website to read their Privacy Policy (Lawful basis number 2 above).
- Any business contacts are sent promotional emails, newsletters and marketing information (Lawful basis number 3 above).

Period of Retention

Congleton Garden Machinery keeps records as follows:

All internal records are kept for 7 years (6+current) in line with our tax records. All data we have that includes specific consent for us to contact individuals will be reviewed periodically.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect.

Your Rights

The GDPR provides certain rights for individuals which Congleton Garden Machinery is committed to stand by:

- The right to be informed – your personal data will only be used in conjunction with this Privacy Policy
- The right of access – you can make a subject access request in writing
- The right of rectification – you can rectify any errors in your data by requesting a subject access request in writing
- The right to erasure – you can request for your data to be deleted from our system as long as it is no longer necessary for the purpose for which it was first collected
- The right to restrict processing – this can only happen in certain circumstances and you have to have a particular reason for requiring a restriction. If this takes place we would hold the data but not use it.

- The right to data portability – this gives you the right to obtain the information you have provided to us in a machine readable format and reuse it for your own purposes with another controller
- The right to object – you have a right to stop your data being used for marketing purposes. However, your data may still need to be held for legitimate purposes

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- When you are initially asked about the information you can check the box to indicate that you do want the information to be used by Congleton Garden Machinery
- If you have previously agreed to us using your information, you may change your mind at any time by writing to or emailing us at office@mowersplus.co.uk

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you please write to:

Congleton Garden Machinery
Congleton Trade Centre
Unit 7, Back Lane
Congleton
Cheshire
CW12 4XJ

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect and if you wish to request any information we hold then please contact us to request a Subject Access Request Form.