

Direct Gardens

Unit 2 Fisherrow Industrial Estate
Newhailes Road
MUSSELBURGH
EH21 6RU

Valid from 25th May 2018

Privacy Statement

Direct Gardens understands that customers care about the use and storage of their personal information and data and we value your trust in allowing us to do this in a careful and sensible manner.

This Privacy Statement explains how we treat your data, what to do if you have any queries relating to data processing, and how to exercise any data protection rights in accordance with the GDPR (General Data Protection Regulation), the DPA (Data Protection Act) & PECR (Privacy and Electronic Communications Regulations)

Data Controller and Data Processors

The Data Controller is Direct Gardens. The Data Processors are the Company officials of the Data Controller based at Unit 2 Fisherrow Industrial Estate Newhailes Road MUSSELBURGH EH21 6RU, or its appointed sub-contractors who may process data in accordance with the instructions of the Data Controller and in accordance with the duty of confidentiality applicable to them.

If you would like any further information concerning the specific Data Processors who have or will be handling your data, please contact the Dave

Your rights

You may exercise any of the rights provided under the EU General Data Protection Regulation (GDPR) from the policy start date of the 25th May 2018,

1. You have the right to access your data held by the Company in order inter alia to rectify any inaccuracies.
2. You have the right to require the cancellation of any data, unless and insofar as the retention of that data is mandatory under the law applicable to the Company.

3. Should you wish to change from our company to another agent, you have the right to receive any data processed during the course of our business relationship with you that has not yet been deleted or anonymised.

4. You have the right to ask us what data we hold in relation to you. You have the right to receive a prompt response to any access request and will not be charged for any such request. If any such request is refused, you will be informed of the reasons and have the right to complain to a supervisory authority.

For the purposes of the General Data Protection Regulation & the Data Protection Act (1998), the controller of all information collected is: the by Registered office at

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5. If you wish to view, delete or amend any of the information we hold on you, this can be done by contacting us in writing at the address provided above.

Notes: We will not disclose your data to anybody other than for the purpose of providing our services to you, and will not even confirm or deny the existence of a business relationship with you, unless you consent or unless we are required to do so by law.

We shall provide you with any data we hold concerning you in the manner requested by you, provided that the request is reasonable.

Your Data

The Company is unable to provide services without receiving your personal data. We will therefore process your data in order to fulfil our contractual obligations towards you, or as part of any pre-contractual acts carried out with a view to entering into a business relationship.

As the processing of personal data is an inherent aspect of the Company's services, the act of transmitting to the Company any data will be construed as consent to the processing of that data in the manner in accordance with this Privacy Statement. This will involve processing on the Company premises by Company officials, although it may also entail its transmission to other external 3rd party companies used in the provision of services to you. Such external companies are subject to a duty of confidentiality regarding any such data provided to them and they are obliged to report to our Company any breaches of data security or integrity.

Your data will not under any circumstances be used for marketing purposes. We will not contact you by newsletter or circular email. We will not under any circumstances sell,

transfer or otherwise make available your data to any external organisation other than for the purposes of providing the services commissioned by you.

Financial data concerning the business relationship between us may be disclosed to the Company's accountants for strictly accounting purposes and, if required by law, to the tax authorities.

What types of data we collect?

We collect only data that is necessary in order to establish, manage and conclude an actual or potential contractual relationship between us. As a matter of principle, we shall retain and use only data that are expressly provided to us by you.

Data We Collect

- 1.Name
- 2.Email address,
- 3.Telephone number,
4. Website,
5. Postal address

If we require any additional data we shall ask you for it.

Any data submitted through our online contact form will be retained for a reasonable period of time, until it is clear that you no longer want to acquire services from us.

If you default on payment of an invoice, your data may be passed to a third party to the extent and insofar as necessary in order to secure the enforcement of your contractual obligations.

Data Retention

We shall retain your data for a reasonable period after the service has been completed. We are also required to retain basic information relating to the transaction between us for tax purposes (e.g. bank statements, invoices etc.) for the statutory retention periods.

If you would like your data to be deleted, whether in full or in part, please let us know. Unless we are under a statutory obligation to retain any of your personal data, your request will be acted upon as quickly as possible, and we shall provide confirmation once it has been done.

Unless you specify otherwise, your data will be retained for as long as is legally necessary or in accordance with the purpose for which they were processed, after which they will either be deleted or anonymised. If there is no evident service-related

reason to retain your data, your data will be cancelled or anonymised once their retention is no longer necessary for the purposes for which the personal data were processed. The Company will carry out periodical checks in order to ensure that this principle is complied with. The Company will also carry out periodical assessments of the arrangements in place to protect against data loss, and its planning will ensure the ability to restore all data even in the event of large-scale data corruption.

Data Storage

Data is stored on computers and backup devices in secure locations on a secure non-public network, to which access is controlled. In the event that any physical data carrier containing such data leaves a secure location, it will be carried on the person of a Company official. The Company also uses encrypted, two factor authenticated cloud services for data storage and protection. Physical data storage devices are protected by industry standard, firewalls, anti-virus and encryption software.

Please be aware that any data transferred by email will also be stored on the servers of the relevant email provider.

Data transfer

We shall send data to you by secure SII & TIS email or using post and courier services.

Data breaches

You will be informed as soon as possible in the event that the Company suffers a data breach that is liable to result in loss or harm to you of any type, or in the loss of confidentiality. This will include information that is as precise as possible concerning the data that has actually or potentially been compromised. Any breaches will also be reported to the data protection authority with jurisdiction over the Company.

Cookies

The Company website uses basic session cookies in order to facilitate your usage of the website, and to ensure that it works as it is supposed to. Our You tube Videos also leave cookies (See google privacy Policy below). If you click our social media links they also will leave their own cookies.

Cookies are small text files which are saved on your device when you access the website.

List Of Cookies found on our site

Cookie name	Cookie purpose
VISITOR_INFO1_LIVE (You Tube)	this cookie collects metrics about the users use of the website related to the WordPress.com features so that WordPress.com can improve their services
.doubleclick.net test_cookie	Google tracking cookie, Can be used for targeting adverts Add http://www.google.com/intl/en/policies/privacy/
GPS (you Tube)	Google analytics anonymous type - to detect number of statistic ie users to the site etc
Session Cookie	Temporary From our own site to speed up page load times
IDE Double click	Can be used for targeting adverts
YSC (You Tube)	Used by you tube to target advertising
PREF (You Tube)	Track number of views for a video and to provide relevant adverts
NID	Google Maps to provide you with location services

We will not use cookies under any circumstances to directly collect any personally identifiable or sensitive information or for the purposes of advertising.

If you wish to deactivate cookies by adjusting your browser settings accordingly, this may potentially affect the proper functioning of the Company's website.

Payments

Other than the name and address used on your invoice, we do not collect or retain any other information with regard to your method of payment or bank account details.

Data Protection Officer

The Data Protection Officer is responsible for ensuring compliance with the law, monitoring and ensuring data security and reporting any data breaches.

The Data Protection Officer of the Company is David Mckay

[Overview of the General Data Protection Regulation \(GDPR\)](#)

- **[Data Protection Act \(DPA\) 1998](#)**
- **[Privacy and Electronic Communications Regulations \(PECR\) 2003](#)**
- **[The Guide to the PECR 2003](#)**
- **[Google Privacy Policy](#)**