



Bulrush Horticulture Limited Data Privacy Notice

Welcome to Bulrush Horticulture Limited's ("**Bulrush**") privacy notice.

Overview

At Bulrush we take your privacy seriously and we are committed to protecting your personal data. We aim to be clear about how we use personal data and this privacy notice will inform you as to how we look after your personal data, what personal data we process and why. It includes the relevant requirements of the General Data Protection Regulation. It applies both your visit our website (regardless of where you visit it from) and when you use our services and/or purchase our products.

1. IMPORTANT INFORMATION AND WHO WE ARE

This privacy notice aims to give you information on how Bulrush collects and processes your personal data through your dealings with us, including your use of this website or purchase a service we offer.

This website is not intended for children and we do not knowingly collect data relating to children.

Controller

Bulrush is the controller and responsible for your personal data (collectively referred to as " Bulrush ", "we", "us" or "our" in this privacy notice). When we refer to Bulrush we mean:

Bulrush Horticulture Limited

Address: Newferry Road, Bellaghy, Magherafelt, County Londonderry, BT45 8ND

2. WHERE YOU CAN CONTACT US IF YOU HAVE ANY QUESTIONS ABOUT HOW YOUR PERSONAL DATA IS PROCESSED BY US

We have appointed a data privacy manager who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the data privacy manager sph@bulrush.co.uk

3. WHAT TYPES OF PERSONAL DATA WE PROCESS, WHERE WE GET THAT PERSONAL DATA FROM

There are instances where we invite or request individuals to provide us with their personal data, including through our website. In addition, individuals may volunteer their personal data to us by various means of communication, e.g. by telephone, email or via our website.

In providing our services and purchasing our products, we may also receive personal data indirectly. Categories of such personal data include: names, addresses, contact information and other information that is relevant to the provision of our services.

Information communicated in connection with the provision of our services is subject to client confidentiality obligations.

4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **To provide our services and sell our products to you:** to provide our services to you (on the basis of performing our contract with you, or otherwise on the basis of our legitimate interest to conduct our business);
- **To respond to enquiries:** to respond to any enquires you make over the phone, by email, or via our website, (on the basis of your consent, on the basis of our legitimate interest to respond to inquiries from prospective clients and to operate a lawful business, or otherwise to comply with our legal obligations);
- **To provide access to our website:** to provide you with access to our website in a manner convenient and optimal and with personalised content relevant to you including sharing your information with our website hosts and developers (on the basis of our legitimate interest to ensure our website is presented in an effective and optimal manner);
- **Relationship management:** to manage our relationship with you, including by maintaining our database of contacts, notifying you about changes to our, terms of use, and/or privacy policy (on the basis of performing our contract with you, to comply with our legal obligations and on the basis of our legitimate interests to keep our records updated and study how our website and services are used);
- **Recruitment:** to process any job applications you submit to us, whether directly or via an agent or recruiter (on the basis of our legitimate interest to recruit new employees or contractors);
- **Analytics:** to use data analytics to optimising the use of our website, to improve our website, products/services, marketing, customer relationships and experiences (on the basis of our legitimate interests in personalising, enhancing, modifying or otherwise improving the services and/or communications that we provide to you, developing our business, and informing our marketing strategy);

- **Fraud and unlawful activity detection:** to protect, investigate, and deter against fraudulent, unauthorised, or illegal activity, including identity fraud (on the basis of our legitimate interests to detect and prevent fraud and to operate a safe and lawful business or where we have a legal obligation to do so); and
- **Compliance with policies, procedures and laws:** to enable us to comply with our policies and procedures and enforce our legal rights, or to protect the rights, property or safety of our employees and share your information with our technical and legal advisors (on the basis of our legitimate interests to operate a safe and lawful business or where we have a legal obligation to do so).

Where we use your information for our legitimate interests, we make sure that we take into account any potential impact that such use may have on you. Our legitimate interests don't automatically override yours and we won't use your information if we believe your interests should override ours unless we have other grounds to do so (such as your consent or a legal obligation). If you have any concerns about our processing please refer to details of "Your rights to the information we hold about you" below.

We will retain personal data only for as long as necessary for the purposes for which it was collected; as required by law or regulatory guidance to which we are subject; and for the exercise or defence of legal claims that may be brought by or against us.

We will retain personal data about job applicant candidates for no more than one year.

5. WHO WE DISCLOSE YOUR PERSONAL DATA TO AND WHY

We may disclose personal data to:

- Third parties who provide a service to us
- A public authority in the event that we are required to do so by law
- A third party where we are under a legal obligation to transfer it to that third party
- A prospective seller or buyer of any of our assets or business
- A third party where it is necessary to protect the vital interests of the data subject or another natural person

To the limited extent that it is necessary to transfer personal data outside of the EEA, we will ensure appropriate safeguards are in place to protect the privacy and integrity of such personal data. Please contact us if you wish to obtain information concerning such safeguards, sph@bulrush.co.uk.

6. DATA RETENTION

How long will you use my personal data for?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. For more information please contact sph@bulrush.co.uk

7. COOKIES

We use cookies to ensure that you get the most out of our website. Cookies are small amounts of information in the form of text files which we store on the device you use to access our website. Cookies allow us to monitor your use of the software and simplify your use of the website.

If you do not wish for cookies to be installed on your device, you can change the settings on your browser or device to reject cookies. For more information about how to reject cookies please refer to our cookies policy on our website.

8. OUR RIGHTS TO THE INFORMATION WE HOLD ABOUT YOU

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). Address: Information Commissioner's Office 3rd Floor, 14 Cromac Place, Belfast, BT7 2JB Tel: 028 9027 8757 or 0303 123 1114 Email: ni@ico.org.uk.

We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

You have the right to:

- **Request access** to your personal data;
- **Request correction** of the personal data that we hold about you.
- **Request erasure** of your personal data. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- **Object to processing** of your personal data. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- **Request restriction of processing** of your personal data.
- **Request the transfer** of your personal data to you or to a third party.
- **Withdraw consent at any time** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us at sph@bulrush.co.uk.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances. We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights).

This Privacy Notice was last modified May 2018.