



Privacy Policy

We take your privacy seriously and we are committed to protecting your privacy. We follow the procedures set out in this policy when using your information.

By using this Website to give us your information you accept the terms of and consent to us using your information in accordance with this policy.

1.What personal data do we collect:

We collect personal data from you whenever you interact with our websites, when you make purchases, or when you browse. When providing personal data to us through a form, we indicate which personal data is optional. Please note that, when collection of personal data is required or necessary either as needed for us to fulfil your order or based on legal obligation and you elect not to provide the personal data, we may not be able to accept or fulfil your order.

The types of personal data that we collect, store, maintain, or process include the following.

2.Personal data you provide when you purchase from us:

- Your contact details you provide when placing your order, including name, title, billing address, telephone numbers and e-mail address
- Recipient and delivery details you provide when placing your order, including name, address, contact telephone numbers, delivery instructions and email address
- The occasions for which you purchase our goods and services such as birthdays and anniversaries
- Any personal data contained within the card message (e.g., names and birthdays)
- Details associated with the products you order
- Details of the services you purchase or subscribe to
- When you make a purchase, your payment card details (in accordance with payment card industry standards)

- Your communication and marketing preferences including delivery updates and notifications

3. Additional Personal Data obtained when you use our website:

- Details of your online browsing activities on our websites such as the pages visited and the parts of the websites used
- Details of the type of device used to access our websites, your device IP address, and your device location
- Details of your interaction with emails that we send you including links that you click and emails that you open
- If contact occurs between us, we will keep a record of that correspondence, including your name and contact data, and details of your customer care issues or other concerns and our responses

4. How we use the personal data we collect from you:

We will use your personal data for the following purposes:

To fulfil your order:

- To process your order
- To process payment including payment authorisation via payment card, cheque, gift card or other third party payment processor
- To carry out identity verification and fraud prevention checks when purchasing with a payment card and validating personal data you provide via a third party payment processor
- To provide order confirmation, delivery status notifications on any order placed with us

For customer care purposes:

- To address any customer care issues that occur either with respect to a product or service, delivery, or a complaint or enquiry that you or your recipient raise with us
- To contact you with any changes, cancellation or other issues with your order
- To manage any registered accounts you have through the Websites
- To obtain customer feedback with respect to an order either from you or your recipient (to the extent permitted under the applicable law)

For internal business purposes:

- We will use any of the personal data collected to help us to understand how many people visit our websites, how well the websites are working and to consider any improvements we

may need to make to the websites to improve your online experience. It also helps us determine what products and services you are interested in and what you or other customers might wish to purchase from us in future.

More specifically, we may use your personal data for the following internal business purposes:

- To analyse your browsing and purchasing activity on our Websites, including any search terms you may have entered into our Websites
- To analyse the demographic data we collect when you place your order or otherwise use our Websites including your title, address, IP address, browser type, and occasions for which you purchase flowers in order to offer you better products and services and improve our business
- To analyse customers shopping with us to understand our target audience for the purposes of selecting similar customers for advertising purposes
- To analyse delivery location data you provide when placing your order to understand the delivery logistics required for our delivery network
- To analyse your responses to our marketing communications
- To ensure our online content is presented in the most effective manner for you and your electronic device(s) i.e. tailored for a desktop computer, tablet, iPhone or Android
- To obtain customer feedback with respect to an order either from you or your recipient (to the extent permitted under the applicable law) to determine the quality of the customer or recipient experience and to improve customer care experiences
- To develop and provide new or improved products or services
- For crime and fraud prevention, detection and related matters, including cooperation with the police and similar authorities with their lawful queries and investigations
- To confirm your identity, as necessary
- To comply with any legal obligation for the purposes of good governance or regulatory guidance with respect to applicable law
- With respect to any legal claims or related guidance by our advisors

5.Website cookies:

We use cookies to track visitor use of our website to help provide a better user experience. Cookies are also used as a further means of ensuring private and secure purchase sessions are operated on our website.

You can set your browser not to accept these cookies and you can also remove cookies from your computer. However, you may not be able to use all the interactive features of our website if cookies are disabled.

Where our website contains links to other websites you should read the respective privacy policies of these external websites.

6. How do we protect your personal data?

Our safeguards involve measures including:

- physically secure storage areas
- review of our data collection, storage and processing practices
- security controls to protect our IT infrastructure from external attack and unauthorised access
- internal policies

We regularly review any personal data that we store to ensure it is accurate and up to date. Please notify us if you find any inaccuracies to enable us to delete and/or correct it promptly.

7. Who do we need to share your personal data with:

We will not share any of your personal data with any third parties for marketing purposes.

We will only share your personal data with third party suppliers to enable processing and fulfilment of the order for which you engaged us. Third party suppliers may include:

- third party florists
- financial/payment service providers
- IT suppliers and vendors

The personal data that is shared with payment service providers and IT suppliers/vendors is protected by their respective privacy and security policies.

In addition to the third party suppliers mentioned above, we may need to provide your personal data to law enforcement or government agencies to comply with legal requirements, investigations, legal claims which may include addressing fraud, prevention of illegal activities, protection of rights and safety of others.

8. How long do we keep your personal data?

We will only retain your data for the purposes set out in this policy and to comply with legal and industry requirements. Minimum retention periods are set depending on the category of personal data, however the longest we will normally hold personal data is 7 years after the last engagement with each customer.

We reserve the right to retain data for longer where we believe it to be in our legitimate interest to do so.

9. What can you do to protect your personal data:

In addition to our responsibilities regarding personal data, you should also ensure that you take responsibility to safeguard your own data. If you are using a computing device in a public location, you should always log out of any of your accounts and close the website browser you have been using once you have finished your online session.

10. Your rights in relation to the personal data we hold about you:

You have the right to request a copy of the personal data that we hold about you and the right to request the update or deletion of your personal data. We will comply with your request for deletion promptly unless we are legally obliged to maintain certain records. Please further note that if you make a subsequent purchase, after you have withdrawn your consent for us to retain your personal data, we will again have a record of your personal data which will be protected by this privacy policy.

We may contact you if you have completed one of our contact request forms to enable us to keep you informed of promotions, offers and events. If you no longer wish to receive communications with regards to these offers and events you have the right to stop us from contacting you for marketing purposes and can request the removal of your personal contact details.

If you are unhappy with how your data is processed you have the right to lodge a complaint with the supervisory authority for data protection. In the UK this is the Information Commissioner's Office.

Review of Privacy Policy

We will review and update this Privacy Policy from time to time; therefore, we recommend that you read this policy periodically.