



1. Introduction

1.1 Apple Blossom (“we” or “us”) takes the privacy of your information seriously. This policy explains how and for what purposes we use the information collected about you.

1.2 By using our website or any services we offer, you are agreeing to be bound by this policy in respect of the information collected about you by us.

1.3 If you have any queries about the policy, please get in touch with us at tanya@appleblossomflowers.co.uk and we will do our best to answer your questions.

2. Personal information collected

2.1 We may collect and process the following personal information or data about you:

- Your name, address, email address and telephone number;
- Your bank account details;
- Any other personal information you provide in respect of the services we offer;
- A record of any correspondence between you and us.

3. Use of this information

3.1 We will use this information to:

- Carry out and administer any obligations arising from any agreements entered into between you and us;
- Return holding deposits at the conclusion of our services as agreed.

4. Legal basis for processing data

4.1 The legal basis for processing shall be where:

- you have given consent to the processing of your personal data for one or more specific purposes;
- processing is necessary for the performance of a contract to which you are a party, or in order to take steps at the request of you prior to entering into a contract.

5. Your rights

5.1 The General Data Protection Regulations affords you with legal rights, which are summarised below.



5.1.1 Right of confirmation – you have the right for confirmation as to whether your personal data is being processed;

5.1.2 Right of access – you have the right to obtain free information about any of your personal data we hold, or have transferred to a third country, and a copy of that information;

5.1.3 Right to rectification – you have the right to have any inaccurate information held about you corrected. You have the right to add information to remedy any incomplete information we hold;

5.1.4 Right to erasure – you have the right to have your personal data erased where one of the statutory grounds applies, so long as the processing of that data is no longer necessary;

5.1.5 Right to restrict processing – you have the right to restrict our processing of your personal data where a statutory reason applies;

5.1.6 Right to data portability – you have the right to receive a copy of your personal data in a structured, commonly used and machine-readable format;

5.1.7 Right to object – you have the right to object to our processing of your personal data;

5.1.8 Automated decision making – you have the right not to be subject to a decision based on automated processing, including profiling;

5.1.9 Right to withdraw consent – where the basis of our processing your data is based on consent, you have the right to withdraw that consent;

5.1.10 Right to complain – you have the right to complain to the Information Commissioner’s Office about our processing of your data. The contact details for the ICO are available at www.ico.org.uk

6. Sharing data

6.1 Apple Blossom will not share your data with any third parties.

7. Retention of data

7.1 Personal data will only be held for a period where there remains a legitimate purpose for its retention. After the expiration of that period, the data will be securely deleted.

8. General

8.1 You may not transfer any of your rights under this privacy notice to another person. We may transfer our rights under this privacy notice where we reasonably believe that your rights will not be affected.



8.2 If any court or competent authority finds that any provision of this privacy notice (or part of any provision) is invalid, illegal or unenforceable, that part or provision will, to the extent required, be deemed to be deleted, and that validity and enforceability of the other provisions of this privacy notice will not be affected.

9. Changes to our privacy policy

9.1 Any changes we may make to our privacy policy in the future will be posted on our website and, where appropriate, notified to you by e-mail.