

What information we collect:

We receive, collect and store any information you enter on our website or provide us in any other way. We use software tools such as Goggle Analytics (which is also compliant with the new legislation) to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, communications) comments and feedback via our contact us page.

How we collect information:

When you communicate with us on our website, as part of the process, we collect personal information you give us such as your name and email address. Your personal information will be used for the specific reasons stated below only.

The reason:

We collect such Non-personal and Personal Information for the following purposes:

- To provide and operate the best service to you that we can ;
- To provide an ongoing level of excellence with our customer assistance and technical support;
- To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;
- To comply with any applicable laws and regulations.

How we store, use, share and disclose your site visitors' personal information?

Rare British Plants is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to provide and market our services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

Any information received via our contact us page on the website is stored via Wix logging system and deleted after 31 days unless further communication has been made.

How we communicate with your site visitors?

if you are an agreed / current client of Rare British Plants We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

How we use cookies and other tracking tools?

We collect Device Information using the following technologies:
- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

Rare British Plants uses the services of Goggle Analytics which tracks personal information through the use of cookies, for details on Goggles Privacy policy and data storage please see their privacy policy <https://policies.google.com/privacy>

Your Rights Data protection principles:

Personal data must be processed according to the six data protection principles:

- Processed lawfully, fairly and transparently.
- Collected only for specific legitimate purposes.
- Adequate, relevant and limited to what is necessary.
- Must be accurate and kept up to date.
- Stored only as long as is necessary.
- Ensure appropriate security, integrity and confidentiality.

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

How can you withdraw consent?

If you don't want us to process your data anymore, please contact us at info@rarebritishplants.com

Privacy policy updates:

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

Questions and Contact:

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at info@rarebritishplants.com