

## **PRIVACY POLICY**

This privacy policy sets out how Longbeck Nurseries' uses and protects any information that you give Longbeck Nurseries' when you use this website.

Longbeck Nurseries' is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, and then you can be assured that it will only be used in accordance with this privacy statement.

Longbeck Nurseries' may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from April 2012.

### **What we collect**

We may collect the following information:

- Name and contact information including email address
- Any information relevant to your communication with Longbeck Nurseries.

### **What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or mail. We may use the information to customise the website according to your interests.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## **How we use cookies**

A cookie consists of information sent by a web server to a web browser, and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We use Http session cookies on our web sites.

The normal Http session cookies expire instantly that the browser is closed and are for identifying **logged on users only**.

If you use our website you agree to our use of sessions. You may block cookies by activating the setting on your browser which allows you to refuse the setting of all or some cookies. However, if you use your browser setting to block all cookies (including essential cookies) you may not be able to access.

This site uses Google Analytics, a web analytics service provided by Google, Inc. Google Analytics sets number of cookies (default is 4) in order to evaluate your use of the site and compile reports for us on activity on the site.

To find out more about cookies including how to see what cookies have been set and how to manage and delete them visit [www.allaboutcookies.org](http://www.allaboutcookies.org)

## **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways by writing to or emailing us at [enquiries@longbecknurseries.co.uk](mailto:enquiries@longbecknurseries.co.uk)

We will not sell, distribute or lease your personal information to third parties unless we are required by law to do so. We may use your personal information to send you promotional information.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to Longbeck Nurseries, Longbeck Road, Marske by Sea TS11 8LB.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.