

The trade association for manufacturers and suppliers of plants, products and services to commercial horticulture worldwide



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CHA - PRIVACY POLICY

BACKGROUND:

The Commercial Horticultural Association understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our member companies, clients and contacts and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About Us

The Commercial Horticultural Association, whose secretariat is provided by The Federation of Garden and Leisure Manufacturers Ltd, a company registered in England and Wales under company number 706025. The Commercial Horticultural Association's Head Office is located at The White House, High Street, Brasted, Near Westerham, Kent TN16 1JE.

2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

4. What Are My Rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.
- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.

d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 11 to find out more.

e) The right to restrict (i.e. prevent) the processing of your personal data.

f) The right to object to us using your personal data for a particular purpose or purposes.

g) The right to data portability. This means that you can ask us for a copy of your personal data held by us to re-use with another service or business in many cases.

h) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

i) For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, which we cannot resolve satisfactorily direct, you have the right to lodge a complaint with the Information Commissioner's Office.

5. What Personal Data Do You Collect?

We may collect some or all of the following personal data (this may vary according to your relationship with us):

- Name
- Gender
- Address
- Email address
- Telephone number
- Business name
- Job title
- Information about the business and payment information
- On-line identifiers

Your personal data may also be obtained from and by the following third parties:

- The CHA's subscribed member companies, associate members, public relations consultant, Department for International Trade relating to the Tradeshow Access Programme if eligible.

6. How Do You Use My Personal Data?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you either directly or via a third party, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data may be used for one of the following purposes:

If you are a buyer or customer:

- Supplying our services to you.
- Supplying information on our members and their products.
- Personalising and tailoring our services for you.
- Communicating with you. This may include responding to emails or calls from you.
- Supplying you with information by email or post (you may unsubscribe or opt-out at any time).

If you are a CHA member company or potential member:

- Providing and managing your subscription and your account.
- Supplying our services to you either direct or via a third party supplier.
- Personalising and tailoring our services for you.
- Communicating with you. This may include responding to emails or calls from you.
- Supplying you with information by email or post (you may unsubscribe or opt-out at any time).

We may also use your IP address and cookies (but nothing that directly identifies you) to monitor the use of our website, to record traffic flows and to carry out research about our visitors' and customers' demographics, interests and behaviour.

We do this to understand our visitors, customers and potential customers better.

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email or post with information, news, and offers on services and members' products. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.

7. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

- Where advice is provided as part of our service your data will be retained for 6 years from the last date when we provided such advice.
- For clients of our business (ie members) your data will be retained for 6 years from the date of expiration of the contract between us.

8. How and Where Do You Store or Transfer My Personal Data?

We will only store your personal data in the UK. This means that it will be fully protected under the GDPR.

9. Do You Share My Personal Data?

We will not share any of your personal data with any third parties for any purposes, subject to the following exceptions:

- Where we are supplying our service to you by connecting you with our members' companies.

- Where we are supplying our service to you by virtue of a contract or subscription to which you are a party with that third party e.g. under an insurance policy, employee or member benefit.
- In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or
- complying with legal obligations, a court order, or the instructions of a government authority.

If any of your personal data is required by a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, obligations, and the third party's obligations under the law.

10. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within one month of having received it. In some cases, however, particularly if your request is more complex, more time may be required, up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

11. How Do I Contact You?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

Email address: info@cha-hort.com

Telephone number: 01959 565995

Postal Address: The White House, High Street, Brasted, Near Westerham, Kent TN16 1JE

12. Changes to this Privacy Notice

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available on our website www.cha-hort.com