

## PRIVACY POLICY

This privacy policy sets out how Pick-a-Lily uses and protects any information that you give us when you use this website. Pick-a-Lily 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, then you can be assured that it will only be used in accordance with this privacy statement. Pick-a-Lily 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 privacy policy was last updated on 01 December 2022.

### 1 WHAT WE COLLECT

1.1 We may collect the following information: a) Name, b) Contact information including email address, billing address and telephone number, c) Demographic information such as postcode, preferences and interests, d) Other information relevant to customer surveys and/or offers or competitions e) recipient names, addresses and related occasions where you have either sent a bouquet to such recipient or saved such details in your account, f) IP address g) information connected with reviews you leave on our website or Trustpilot h) your marketing communication preferences i) details of the device with which you transacted with us j) your purchase history with us k) your browsing history on our website.

1.2 We use different methods to collect data from and about you including through you using our website, filling in forms or by corresponding with us by post, phone, email or otherwise. We may also collect data from you by using cookies. For the exhaustive list of cookies we collect see the 'How we use Cookies' section.

### 2 WHAT WE DO WITH THE INFORMATION WE GATHER

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

(a) Where the information is necessary for the adequate performance of the contract between you and us for us to provide our services;



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(b) For customer service and resolution purposes;

(c) Internal record keeping.

2.2 We may use the information to improve our products and services.

2.3 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 and we may personalise such content based on what we believe may be of interest to you.

2.4 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.

2.5 We may use the information to customise the website according to your interests.

2.6 We may use the information to send you relevant, personalised communications by post in relation to updates, offers, services and products. We'll do this on the basis of our legitimate business interest. You are free to opt out of hearing from us by post at any time by writing to or emailing us at [jo@pickalily.co.uk](mailto:jo@pickalily.co.uk).

2.7 From time to time, we may use behavioural targeting services. In order to do these, we collect cookies and usage data as described below in the "How We Use Cookies" section.

2.8 We may use the information for the purposes of fraud detection and prevention and enhancing safety on our website.

2.9 We have a legitimate interest in obtaining and using the information as set out above in being able to provide and improve the service and marketing that you receive from Pick-a-Lily. You can opt-out of receiving marketing communications from us by following the unsubscribe instructions included in our marketing communications.

### 3 WHO WE SHARE YOUR INFORMATION WITH



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3.1 In order to provide our services, we may need to provide your information to our trusted third party partners, for example:

(a) Our marketing partners in order to offer you services and products that may be of interest to you;

(b) Our delivery partners in order to ensure we can complete your order;

(c) Our technology partners to ensure we can provide a safe and secure site and improve the performance and relevance of our site to you;

(d) Our professional services partners in order to comply with our legal obligations; or

(e) Where you have consented to such, our competition and brand partners.

3.2 It is possible we could sell our business to a third party or re-organise our business or become insolvent. In that scenario, our database of customers is one of the biggest parts of that business and so we would need to share it with the third-party buyer and their advisers. This is in the legitimate interests of selling our business. We may also expand our group of companies and in this scenario we may share your data within our group in order to improve our products and services and because of some of our internal support services may be shared across the group. This is in our legitimate interests of cost efficiency and growing our business. Where this occurs, we will post a link to all group companies and their locations in this Privacy Policy and they will use it in the ways set out in this Policy;

3.3 We will cooperate with all third parties to enforce their intellectual property or other rights. We will also cooperate with law enforcement requests from within or outside your country of residence;

3.4 From time to time, we may need to transfer your data to trusted third party partners in countries outside of the EU in order to complete the activities listed above. In such an event, we will ensure that those third party partners comply with all relevant data protection legislation in force in the EU from time to time.

#### 4 SECURITY

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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.

## 5 HOW WE USE COOKIES

5.1 A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

5.2 We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes.

5.3 Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can manage your cookie preferences from the footer but this may prevent you from taking full advantage of the website.

5.4 Specific cookies that may be used on our site include.

Cookie	Duration	Description	Domain
cookieyes-consent	1 year	consentid:VW1rQmwx2FaZHdudDRrelowRU9YTWtIM3FDT2F1dmU, consent:yes,action:yes,necessary:yes,functional:yes,analytics:yes,performance:yes,advertisement:yes	www.pickalily.co.uk /

## 5.5 Google Analytics

Google Analytics uses cookies to collect data that helps us understand how people are using the Pick-a-Lily site and where they came from. We use this information to identify how and where we



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can improve the customer experience. The information collected through these cookies is anonymous and does not identify specific individuals or their details.

## 5.6 Social Sharing

Please note that if you wish to share a product on a third-party website (such as Instagram, Facebook, Twitter etc) you may be sent cookies from these websites. We don't control the setting of these cookies, so we suggest you check the third-party websites for more information about their cookies and how to manage them.

## 6 LINKS TO OTHER WEBSITES

Our website may contain links to other websites. 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.

## 7 CONTROLLING YOUR PERSONAL INFORMATION

7.1 You may exercise any of the rights described in this section by sending an email to [jo@pickalily.co.uk](mailto:jo@pickalily.co.uk). Please note that we will ask you to verify your identity before taking further action on your request. We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

7.2 Rectification of Inaccurate or Incomplete Information. You have the right to ask us to correct inaccurate or incomplete personal information concerning you.

7.3 Data Access and Portability.

You have the right to request copies of your personal information held by us. You may also be entitled to request copies of personal information that you have provided to us in a structured, commonly used, and machine-readable format and/or request us to transmit this information to another service provider (where technically feasible).



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#### 7.4 Data Retention and Erasure.

We generally retain your personal information for a period of six years after your last active use of our website or app (in line with our legal obligation to keep order information for this duration for tax, legal reporting and auditing obligations). If you no longer want us to keep your information, you can request that we erase your personal information. Please note that if you request the erasure of your personal information:

(a) We may retain some of your personal information as necessary for our legitimate business interests, such as fraud detection and prevention and enhancing safety.

(b) We may retain and use your personal information to the extent necessary to comply with our legal obligations. For example, we may keep some of your information for tax, legal reporting and auditing obligations.

(c) Additionally, some copies of your information (e.g. log records) may remain in our database, but are disassociated from personal identifiers.

#### 7.5 Withdrawing Consent and Restriction of Processing.

Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you. Where you have provided your consent to the processing of your personal information by Pick-a-Lily you may withdraw your consent at any time by sending a communication to Pick-a-Lily specifying which consent you are withdrawing. Please note that the withdrawal of your consent does not affect the lawfulness of any processing activities based on such consent before its withdrawal. Additionally, you have the right to limit the ways in which we use your personal information, in particular where (i) you contest the accuracy of your personal information; (ii) the processing is unlawful and you oppose the erasure of your personal information; (iii) we no longer need your personal information for the purposes of the processing, but you require the information for the establishment, exercise or defence of legal claims; or (iv) you have objected to the processing pursuant to paragraph 7.6 and pending the verification whether the legitimate grounds of Pick-a-Lily override your own.

#### 7.6 Objection to Processing and Profiling.

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You are entitled to require Pick-a-Lily not to process your personal information for certain specific purposes (including profiling) where such processing is based on legitimate interest. If you object to such processing Pick-a-Lily will no longer process your personal information for these purposes unless we can demonstrate compelling legitimate grounds for such processing or such processing is required for the establishment, exercise or defence of legal claims.

#### 7.7 Data Security.

The security of your data is very important to us. With this in mind we will take all appropriate steps to protect your data and will treat it with the utmost care and attention. We use 'https' technology to secure access to all areas of our websites. Access to your personal data is password-protected, and sensitive data such as payment card information is held securely by our 3rd party payment providers.

#### 7.8 Lodging Complaints.

You have the right to lodge complaints about the data processing activities carried out by Pick-a-Lily before the Information Commissioner's Office. In the UK, please read: <https://ico.org.uk/for-the-public/raising-concerns/> for details of how to do this. We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

7.9 If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [jo@pickalily.co.uk](mailto:jo@pickalily.co.uk).

7.10 We will not sell, distribute or lease your personal information to third parties unless we have your permission, are required by law to do so or it is required for the provision of our services as detailed above. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.



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