



Privacy notice for Flower Pod customers

This notice explains what personal data (information) we hold about you, how we collect it, and how we use and may share information about you during the processing of your order for flowers, and other products or services, and after it ends. We are required to notify you of this information under data protection legislation.

Who collects the information?

Flower Pod is a project name of Reach Learning Disability, charity No. 1076318. Reach Learning Disability ('Company') is a 'data controller' and gathers and uses certain information about you. This information is also used by Flower Pod and so, in this notice, references to 'we' or 'us' mean the Company and include Flower Pod. We will comply with the data protection principles when gathering and using personal information, as set out in our Data Protection Policy

What information does Flower Pod collect about me?

Each time you place an order with Flower Pod, we will collect your name, phone number, email address, delivery address (if relevant) and payment information. We may also collect personal and sensitive information that you give us and that you deem pertinent to your order specification, and where we determine it is legitimate to do so. (Examples of this are birth dates, wedding dates and funeral dates) Occasionally, and with your express consent, we may collect a photograph of you with the flowers you purchased.

How is my information used?

Flower Pod uses data for the following purposes:

- Customer Support and contact
- Processing and fulfilling your order
- Maintaining records
- Arranging communications to promote our association with each other

We seek to ensure that our information collection and processing is always proportionate.

How is my information shared?

We may also need to share some of the above categories of personal information with other parties, such as volunteers. Usually, information will be anonymised but this may not always be possible. The recipient of the information will be bound by confidentiality obligations

Can I opt out of sharing my information with Reach Learning Disability?

If you've already asked us to keep in touch with you about fundraising, you can ask us to stop. Go to www.reachuk.org/opt-in and tick 'Opt Out of all Future Communications'. You can speak with the fundraising team on 01636 819066

Does Flower Pod keep or share my credit card information?

No. It's only used to process your payment at the time of purchase, whilst you are present.

How long does Flower Pod keep my information?

Flower Pod retains personal data for as long as necessary to provide goods and services, and fulfil transactions you have requested, or for other essential purposes such as complying with our legal obligations, and resolving disputes and enforcing our agreements

How is information stored and secured with Flower Pod?

Flower Pod is committed to protecting the security of your personal data. We store the personal data you provide on both manual systems and computer systems that have limited access and are in controlled facilities. Any data we transmit over the internet is protected using passwords. Staff and volunteers are bound by confidentiality obligations.

Why is Flower Pod updating their privacy notice?

We meet the high standards required by the European Union's General Data Protection Regulation (GDPR) and have updated our privacy policy to reflect that. The GDPR is a regulation intended to strengthen and unify data protection for everyone within the European Union (EU). The GDPR requires greater openness and transparency from companies on how they collect, store and use personal data, while also imposing tighter limits on the use of personal data.