

Privacy & Cookie Policy

Last updated: 15 September 2025

Introduction

Flower**vision** London ("we", "our", "us") respects your privacy and is committed to protecting the personal information you share with us. This Privacy and Cookie Policy explains how we collect, use, store, share, and protect your personal data.

Your information allows us to provide the products and services you request, manage your account, and improve our services by understanding your needs and preferences.

Who we are

Flower**vision** London is the data controller responsible for your personal information.

Contact details:

Data Protection Officer

Flower**vision** London

Spout Lane, Stanwell Moor

Middlesex, TW19 6BN

Email: [info@flower**vision**london.co.uk](mailto:info@flowervisionlondon.co.uk)

Legal basis for processing your information

We will only use your personal data where we have a legal basis to do so under UK GDPR:

1. Consent (C): Where you have given clear consent (e.g. signing up for WhatsApp groups, receiving marketing emails). You can withdraw consent at any time.
2. Legitimate Interests (LI): Where use is necessary for our business and does not override your rights (e.g. using purchase history to stock seasonal flowers, analysing website use).
3. Contractual Necessity (CN): Where processing is required to perform a contract with you (e.g. account setup, invoicing, deliveries).
4. Legal Obligation (LO): Where we must comply with the law (e.g. HMRC record-keeping, CCTV for safety and compliance).

What information we collect

We may collect:

- Personal details (name, business, role)
- Contact information (address, phone, email, preferences)
- Account and payment details
- Website and device information (IP address, cookies)
- Images from CCTV in and around our premises
- Recordings of phone or chat conversations (for training/quality)
- HR and recruitment information (for job applicants and staff – see separate HR section below)

Where you provide information about other people, you must ensure you have their permission.

How we collect your information

- Directly from you (e.g. when you open an account, order products, visit our premises, sign up to WhatsApp groups, complete forms, surveys, or promotions).
- Through our systems and processors (e.g. payment providers, communication platforms, client contact systems).
- Via our website and cookies (see "Cookies" section).
- Indirectly (e.g. analytics tools, social media plug-ins, ad-blocker detection).

How we use your information

We use your information to:

- Provide products and services you request (C, CN, LI)
- Manage and administer your account (CN, LI)
- Communicate with you about orders, deliveries, invoices (CN, LO)
- Send you direct marketing where you have consented (C, LI)
- Carry out market research and improve our services (LI)
- Ensure safety and security at our premises, including CCTV (LI, LO)
- Comply with legal and regulatory obligations (LO)
- Process payments and credit checks (CN, LO)
- Manage disputes, complaints, and fraud prevention (LI, LO)

Marketing and profiling

Where you consent, we may send you marketing by email, SMS, WhatsApp, social media, or post. You can opt out at any time by using the unsubscribe link or contacting us at info@flowervision.co.uk.

We may also use your order history and preferences to improve your experience (profiling). You have the right to object to profiling at any time.

CCTV

We operate CCTV at our premises to ensure safety, prevent crime, and comply with licensing requirements.

- Images are retained for up to 90 days (unless required for investigations).
- Access is restricted to authorised personnel only.
- Clear signage is in place at entry points.

Sharing your information

We may share your information with:

- Flowervision group companies
- Service providers acting on our behalf (e.g. phone systems, marketing platforms, IT support)
- Advertising and analytics partners (with your consent where required)
- Regulators, law enforcement, and HMRC where legally required
- Purchasers if all or part of our business is restructured or sold

We will never sell your personal information without your consent.

Data transfers

Where we transfer data outside the UK/EEA, we will ensure appropriate safeguards are in place (e.g. adequacy decisions, contractual clauses).

How we protect your information

We use technical and organisational measures to safeguard your information against loss, misuse, and unauthorised access. While no system is 100% secure, we take all reasonable steps to protect your data.

Your rights

Under UK GDPR you have the right to:

- Access the information we hold about you
- Request corrections to inaccurate data
- Request erasure of your data (in certain circumstances)
- Restrict or object to processing
- Withdraw consent at any time
- Request a copy of your data in portable format

To exercise these rights, please contact:

Data Protection Officer, Flowervision London, Spout Lane, Stanwell Moor, Middlesex, TW19 6BN, or email info@flowervisionlondon.co.uk.

You also have the right to complain to the Information Commissioner's Office (ICO) if you are unhappy with how we handle your data.

Data retention

- Customer account data – retained for as long as your account is active and for 7 years after closure (HMRC requirement).
- CCTV – retained for up to 90 days unless required for investigations.
- Marketing preferences – retained until you opt out.
- HR and recruitment – job applications kept for 6 months (or longer with consent), employee records retained up to 7 years after employment ends.

Cookies and similar technologies

We use cookies and similar technologies to improve your website experience.

- Essential cookies – required for site functionality and account login.
- Analytics cookies – help us understand site usage (e.g. Google Analytics).
- Functional cookies – remember your settings (language, text size).
- Advertising cookies – deliver relevant adverts with your consent.

You can manage cookie settings in your browser. For more details visit: www.aboutcookies.org

We will always request your consent for non-essential cookies.

HR and recruitment privacy notice

When applying for a role at Flowervision, we collect personal data (e.g. contact details, CV, work history, references, eligibility to work, training records).

- Used for recruitment, employment checks, and compliance.
- Shared internally with HR and relevant managers; externally only with reference providers, background check providers, HMRC, and benefit providers.
- Unsuccessful applications are kept for 6 months (or up to 12 months with consent).
- Employee records may be retained up to 7 years after employment ends.

Changes to this policy

We may update this policy from time to time to reflect changes in law, regulation, or our services. We will clearly state the date of the last update.