



Solace Flowers Privacy Policy

Solace Flowers ("we", "us", or "our") take GDPR law seriously and are committed to protecting your personal information and your right to privacy:

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. To understand our views and practices regarding your personal data and how we will treat it we recommend you read this carefully. By visiting www.solaceflowers.co.uk ("our website") you accept and consent to the practices described in this policy.

Any changes we make to our privacy policy in the future will be updated here and, where appropriate, notified to you by e-mail. Please check back sufficiently often to see any updates or changes to our privacy policy.

If you have any questions or concerns about our policy, or our practices with regards to your personal information, please contact us at enquiries@solaceflowers.co.uk

Our principles:

We respect the core principles of data protection set out in Article 5 of the GDPR. In particular we aspire to adhere to the following core principles:

- The "data minimisation" principle - we take no more data from people than we need to provide a service and run our business appropriately.
- The "purpose limitation" principle - we only collect data for the clear range of uses and purposes.
- The "data security" principle - we take security of data seriously to avoid our business, customer data or payment data being compromised in any way.

What you might want to know:

- We treat all personal information provided as confidential, keep it secure and will only use it to fulfil our services to you in compliance with UK Data protection and consumer legislation.
- The personal data we collect includes your first and last name, email address, postal address and phone number. All personal information that you provide must be true, complete, and accurate, and you must notify us of any changes to such personal information.

- We process your information for purposes based on legitimate business interests, the fulfilment of our contract with you, compliance with our legal obligations, and/or your consent.
- Testimonials provided will be used for promotional activities on our site, social media platforms etc. These activities may contain personal information i.e your first name, funeral date and venue. Your payment of the terms and conditions agreement consents that you agree to us posting a testimonial or using any images.
- Your personal data will be stored until we have fulfilled the funeral flower contract and paperwork will be destroyed.
- We will only use your information if we need to contact you about a consultation, have an offer we think you may be interested in, or in case of emergency. We will not pass your information to any third party.
- If you wish to access the information we hold about you or request removal, please contact us in writing or by email and we will action within 14 days.