

Privacy Policy for The National Chrysanthemum Society (www.chrysanthemum-ncs.org)

Last Updated: [27th October 2023]

Introduction

Welcome to The National Chrysanthemum Society's website (hereinafter referred to as "NCS," "we," "us," or "our"). Your privacy is important to us, and we are committed to protecting your personal information. This Privacy Policy is designed to inform you about the collection, use, and sharing of your personal information when you visit our website at www.chrysanthemum-ncs.org (hereinafter referred to as the "Website").

By accessing and using our Website, you consent to the practices described in this Privacy Policy.

Information We Collect

1. Information Provided by You

1.1 Membership Application: When you complete a membership application on our Website, we may collect personal information, including but not limited to your name & contact details. We use this information for the purpose of processing your membership and for communication with you. Your payment information is collected and

processed by a third-party merchant, PayPal. We do not process or store any payment information.

1.2 Online Store: Also, If you make purchases from our online store, your payment information is collected and processed by a third-party merchant, PayPal. We do not process or store any payment information.

1.3 Data Retention: We will retain your personal information for as long as necessary to fulfil the purposes for which it was collected. This includes maintaining your membership and communicating with you. If you choose to terminate your membership or request the deletion of your data, we will do so in accordance with applicable data protection laws. Please note that, for legal and administrative reasons, certain data may be retained indefinitely, but we will only use it as required to comply with legal obligations and resolve disputes.

2. Information Automatically Collected

2.1 Cookies: We use cookies and similar tracking technologies to collect information about your usage of the Website. This information may include your IP address, browser type, operating system, and browsing behaviour. Cookies help us improve the user experience and provide relevant content.

2.2 Google Analytics: We may use Google Analytics to collect aggregate data about Website traffic and usage. Google Analytics may collect information about your visit, such as the pages you view, the time you spend on our Website, and your geographic location. This data is used for analytical purposes.

How We Use Your Information

We may use the information we collect for the following purposes:

- To process and manage membership applications.

- To communicate with you regarding your membership and other Society-related matters.
- To improve and personalise your experience on our Website.
- To analyse and monitor Website traffic and usage.
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Sharing Your Information

We do not sell or share your personal information with third parties for their marketing purposes. However, we may share your information with the following:

- **Service Providers:** We may engage third-party service providers to help us operate the Website and provide our services. These service providers have access to your information only to perform specific tasks on our behalf and are obligated not to disclose or use it for any other purpose.
- **Legal Obligations:** We may disclose your information when required by law or in response to a lawful request, such as a court order, government request, or legal process.
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Data Security

We take reasonable steps to protect your personal information from unauthorised access, disclosure, alteration, or destruction. We use industry-standard security measures to safeguard your data.

Your Choices

You have the following choices regarding your personal information:

- You can access, correct, or update your personal information by contacting us.
- You can opt out of receiving communications from us at any time.
- You can disable cookies in your browser settings, but please be aware that this may impact your user experience on our Website.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. When we make changes, we will update the "Last Updated" date at the top of this policy.

Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

The National Chrysanthemum Society

enquiries@chrysanthemum-ncs.org

Additional Information

For additional information about privacy and data protection in the UK, you may refer to the Information Commissioner's Office (ICO) at [ICO's Website](#).