

# GDPR - Privacy Policy Notice

## The policy:

This privacy policy notice is for this website: [www.arborvitaetreecare.co.uk](http://www.arborvitaetreecare.co.uk) and served by Arbor Vitae Tree Care – 110 Leybourne Avenue, Bournemouth, Dorset, BH10 6HB and governs the privacy of those who use it. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information while browsing or using this website, including your rights under current laws and regulations. If you do not agree to the following policy you may wish to cease viewing / using this website.

## Policy key definitions:

- "I", "our", "us", or "we" refer to the business, [Business name & other trading names].
- "you", "the user" refer to the person(s) using this website.
- GDPR means General Data Protection Act.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a user's computer or device.

## Processing of your personal data

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases.

- We are exempt from registration in the ICO Data Protection Register.
- **Lawful basis:** Consent.
- **The reason we use this basis:** Gives our customers and visitors the right to choose whether to share their personal information with us.
- **We process your information in the following ways:** To enable visitors to find our website and follow search trend statistics.
- **Data retention period:** Variable.
- We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.
- **Sharing your information:** We do share your personal information with limited third parties and they include: Local Authorities when applying for tree works consent.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

## Your individual rights

Under the GDPR your rights are as follows. You can read more about [your rights in details here](#):

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [www.ico.org.uk](http://www.ico.org.uk) if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

## Internet cookies

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant content or refer you to a third party website.

Some cookies are required to enjoy and use the full functionality of this website.

We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods, where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

## Cookies that we use are:

Google analytics.

## Data security and protection

We ensure the security of any personal information we hold by using secure encrypted data storage technologies and precise procedures in how we access and manage that information. Our methods meet the GDPR compliance requirement.

## Transparent Privacy Explanations

We have provided some further explanations about user privacy and the way we use this website to help promote a transparent and honest user privacy methodology.

## Affiliate tracking

Our website may contain affiliate links on some pages. These are typically self-served through our own means. We only use trusted parties who each have high standards of user privacy and security. However we do not control the actual adverts seen / displayed by our affiliated parties. Our affiliated parties may collect data and use cookies for ad personalisation and measurement. Where ad preferences are requested as 'non-personalised' cookies may still be used for frequency capping, aggregated ad reporting and to combat fraud and abuse.

Clickable affiliate links may be displayed as a titled text like this: [Vetted by Checkatrade](#).

Clicking on any affiliate links may track your actions by using a cookie saved to your device. You can read more about cookies on this website above. Your actions are usually recorded as a referral from our website by this cookie.

If you have any concerns about this we suggest you do not click on any affiliate links found throughout the website.

## Email messages

Any email messages we send are in accordance with the GDPR. We will only reply to emails you send to us or email you if we have direct information to provide you with in the spirit of our professional trading relationship.

## Resources & further information

- [Overview of the GDPR - General Data Protection Regulation](#)
- [Data Protection Act 1998](#)
- [Privacy and Electronic Communications Regulations 2003](#)
- [The Guide to the PECR 2003](#)