

Privacy policy

This page explains how www.g-l.co.uk, which is managed by The Garden & Leisure Group Ltd, uses any information you give to us, and the ways in which we protect your privacy.

The Data Protection Act

Under the Data Protection Act 1998, we have a legal duty to protect any information we collect from you. We use leading technologies to safeguard your data, and keep strict security standards to prevent any unauthorised access to it.

What information do we collect?

Garden & Leisure collects the details provided by you on registration. We may collect additional information in connection with your participation in any promotions or competitions offered by us and information you provide when giving us feedback or completing profile forms. We also monitor customer traffic patterns and site use, which enables us to improve the service we provide.

Garden & Leisure ClubCard

If you opt to apply to join The Garden & Leisure ClubCard, the information we collect is: your name, address, email and date of birth.

We will also use your contact details to communicate with you. We may use your information to send you offers and news about Garden & Leisure products and services to those of other carefully selected companies (franchises in specific stores), which we think may be of interest to you. We may contact you by post, e-mail, telephone or fax for these purposes. If you do not wish to receive commercial communication from us, please tick the appropriate box in the registration form.

We like to hear your views to help us improve our service. From time to time, we may contact you by post, e-mail, telephone or fax to ask your opinions. Again, if you do not want to be contacted for this purpose, please tick the appropriate box in the registration form.

Please note that there may be instances where it may be necessary for us to communicate with you, in any event, for administrative or operational reasons relating to our service.

This information is stored to allow us to send ClubCard information and updates to you. A copy of this information is kept securely by Garden & Leisure and our technology supplier, and will be held until such time you inform Garden & Leisure otherwise. This information is also stored on back-up tapes to avoid loss of data.

Disclosures of your information

Your information may be passed to and used by all Garden & Leisure companies. We will never pass your personal data to anyone else, except for any successors in title to our business and suppliers that process data on our behalf. We may also use and

disclose information in aggregate (so that no individual customers are identified) for marketing and strategic development purposes.

Other websites

Our website may contain links to other websites, which are outside our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you which will be used by them in accordance with their privacy policy, which may differ from ours.

Log files

Log files allow us to record visitors' use of the website. Our server provider puts together log file information from all our visitors, which we use to make changes to the layout of the site and to the information in it, based on the way that visitors move around and interact with it. Log files do not contain any personal information.

Cookies

"Cookies" are small pieces of information sent by a web server to a web browser, which enables the server to collect information from the browser. You can find out more about the way cookies work on <http://www.cookiecentral.com>. Garden & Leisure uses cookies for a number of purposes, for instance to enable us to simplify the logging on process for registered users, to help ensure the security and authenticity of registered users, to provide the mechanisms for online shopping and to enable traffic monitoring.

Non-registered visitors of the site are sent anonymous cookies to keep track of their browsing patterns and build up a demographic profile. In addition, any visitor who has clicked on a Garden & Leisure advertisement on another site that links to g-l.co.uk will be sent a semi-persistent (e.g. two weeks lifetime) anonymous cookie that will allow us to analyse advertising effectiveness and manage our relationship with affiliate sites.

Whilst you do not need to allow your browser to accept cookies in order to browse much of our web site or to access many of our services, you must have cookies enabled if you wish to shop online at any of our stores or access any areas reserved for registered users.

Most browsers allow you to turn off the cookie function. If you want to know how to do this please look at the help menu on your browser. As described above, this will restrict the online Garden & Leisure services you can use.

Credit card transaction and security

For your security, authorisation for purchases will be checked with the credit card company before goods are despatched. In addition to our credit card policy, our secure server software is the industry standard and among the best software available today. It encrypts all of your personal information, including credit card number, name and address so that it cannot be read as the information travels over the Internet.

Changes to this privacy policy

If this privacy policy changes in any way, we will place an updated version on this page. Regularly reviewing this page ensures you are always aware of what information we collect, how we use it and under what circumstances, if any, we will share it with other parties.

Access rights

You have a right to access the personal data that is held about you. To obtain a copy of the personal information Garden & Leisure holds about you, please write to us at the following address: Marketing Director, The Garden & Leisure Group Ltd, Smallway, Congresbury, Bristol, BS49 5AA enclosing your postal details and a cheque for £10 payable to The Garden & Leisure Group Ltd.

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