



STRAWBERRY HILL  
House & Garden

## The Strawberry Hill Trust Privacy Policy

We understand that privacy and the security of your personal information is extremely important. Because of that, this policy sets out what we do with your information and what we do to keep it secure. It also explains where and how we collect your personal information, as well as your rights over any personal information we hold about you.

This policy applies to you if you use our products or services onsite, over the phone and online or otherwise by using our website or interacting with us on social media (our “**Services**”).

### Who are we

When we say ‘we’ or ‘us’ in this policy, we’re generally referring to the Strawberry Hill Trust.

### What sorts of information do we hold

- Information that you provide to us such as your name, address, date of birth, telephone number, email address, bank account and payment card details and any feedback you give to us, including by phone, email, post, or when you communicate with us via social media;
- Information about the Services that we provide to you (including for example, the things we have provided to you, when and where, what you paid, the way you use our products and Services, and so on);
- Your account login details, including your user name and chosen password;
- Information about any device you have used to access our Services (such as your device’s make and model, browser or IP address) and also how you use our Services. For example, if you use our website, we try to identify when and how you used it

- Your contact details and details of the emails and other electronic communications you receive from us, including whether that communication has been opened and if you have clicked on any links within that communication. We want to make sure that our communications are useful for you, so if you don't open them or don't click on any links in them, we know we need to improve our Services; and
- Information from other sources such as our event partners, specialist companies that provide customer information such as marketing and research companies and social media

### How do we use your information

The information we collect may be used to:

- Make available our Services to you;
- Process your orders;
- Take payment from you or give you a refund;
- Personalise your shopping experience, for example by understanding your preferences for the type of events we hold and creating personalised offers;
- Help us ensure that our customers are genuine and to prevent fraud;
- Conduct market research, either ourselves or with reputable agencies;
- For statistical analysis;
- Help us understand more about you as a customer, the products and services you consume, the manner in which you consume them so we can serve you better;
- Find ways to improve our Services and website;
- Contact you about products and services from us and our partners;
- Provide for the safety and security of our colleagues and customers; and
- Help answer your questions and solve any issues you have.

### Who we might share your information with

#### ***Our service providers***

We work with partners, suppliers, insurers and agencies so they can process your personal information on our behalf...but only where they meet our standards on the processing of data and security! We only share

information that allows them to provide their services to us or to facilitate them providing their services to you.

### ***Our event partners***

We might share your personal information with event partners so that they can effectively promote and deliver their event.

### ***Other organisations and individuals:***

We may transfer your personal information to other organisations in certain scenarios. For example:

- If required to by law, under any code of practice by which we are bound or we are asked to do so by a public or regulatory authority such as the Police or the Department for Work and Pensions;
- If we need to do so in order to exercise or protect our legal rights, users, systems and Services; or
- In response to requests from individuals (or their representatives) seeking to protect their legal rights or the rights of others.

### **International transfers of your information**

From time to time we may transfer your personal information, suppliers, organisations or service providers based outside of the EEA for the purposes described in this privacy policy. If we do this your personal information will continue to be subject to one or more appropriate safeguards set out in the law. These might be the use of model contracts in a form approved by regulators, or having our suppliers sign up to an independent privacy scheme approved by regulators (like the US 'Privacy Shield' scheme).

### **Keeping you informed about our products and services**

We would like to tell you about the great offers, events, ideas, products and services offered by the Strawberry hill Trust from time to time, that we think you might be interested in. Where you have consented to us doing so, we may do this through the post, by email, text message, online, using social media, push notifications via apps, or by any other electronic means.

We won't send you marketing messages if you tell us not to but we will still need to send you occasional service-related messages. If you wish to amend your marketing preferences, you can do so by calling us on 020 8744 141 or e-mail [enquiry@strawberryhillhouse.org.uk](mailto:enquiry@strawberryhillhouse.org.uk)

## Your rights

### ***Access and correction of your personal information***

You have the right to access the personal information that we hold about you in many circumstances. This is sometimes called a 'Subject Access Request'. If we agree that we are obliged to provide personal information to you (or someone else on your behalf), we will provide it to you or them free of charge.

Before providing personal information to you or another person on your behalf, we may ask for proof of identity and sufficient information about your interactions with us that we can locate your personal information.

If any of the personal information we hold about you is inaccurate or out of date, you may ask us to correct it.

If you would like to exercise these rights, please contact us as set out below.

### ***Right to stop or limit our processing of your data***

You have the right to object to us processing your personal information if we are not entitled to use it any more, to have your information deleted if we are keeping it too long or have its processing restricted in certain circumstances.

If you would like to exercise this right, please contact us as set out below.

## How long do we keep your information for?

We will retain a record of your personal information. This is done in order

to provide you with a high quality and consistent service across our group. We will always retain your personal information in accordance with law and regulation and never retain your information for longer than is necessary.

### Links to other websites

We sometimes provide you with links to other websites, but these websites are not under our control. Therefore we will not be liable to you for any issues arising in connection with their use of your information, the website content or the services offered to you by these websites. We advise you to consult the privacy policy and terms and conditions on each website to see how each supplier may process your information.

### Sharing your thoughts

When using our website you may be able to share information through social networks like Facebook and Twitter. For example when you 'like', 'share' or review our Services. When doing this your personal information may be visible to the providers of those social networks, their other users and/or our events partners. Please remember it is your responsibility to set appropriate privacy settings on your social network accounts so you are comfortable with how your information is used and shared on them.

### Security

We take security measures to protect your information including:

- limiting access to our offices to those that we believe are entitled to be there (by use of keys, access codes and other related technologies);
- implementing access controls to our information technology, such as firewalls, ID verification and logical segmentation and/ or physical separation of our systems and information;
- never asking you for your passwords;

## Contact us

If you would like to exercise one of your rights as set out above, or you have a question or a complaint about this policy, the way your personal information is processed, please contact us by one of the following means:

By email: [enquiry@strawberryhillhouse.org.uk](mailto:enquiry@strawberryhillhouse.org.uk)

By post: Data Protection Controller, 268 Waldegrave Road, Twickenham, TW1 4ST

You also have the right to lodge a complaint with the UK regulator, the Information Commissioner. Go to [ico.org.uk/concerns](https://ico.org.uk/concerns) to find out more.