

## Privacy Policy

At Maxigrow Ltd, we're committed to protecting and respecting your privacy.

This Policy explains when and why we collect personal information about people who visit our website or order from us. It also explains how we use it and keep it secure.

We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our website, you're agreeing to be bound by this Policy.

Any questions regarding this Policy and our privacy practices should be sent by email to the contact details below.

### Our Contact details

Email: [info@maxigrow.com](mailto:info@maxigrow.com)

Post: Maxigrow Ltd, 2 & 2a Carlisle Close, Chesterfield, S41 9ED.

Phone: +44 (0)1246 26 11 25.

### How do we collect information from you?

We obtain information about you when you apply for an account with us through the account application process, either by email, post or phone. We will also update our contact information whenever you contact us to place orders etc.

### What type of information is collected from you?

The personal information we collect might include your name, address, email addresses and telephone numbers. Your credit\debit card information is not held by us, nor recorded.

### How is your information used?

We may use your information to:

- to help us identify you and any accounts you hold with us;
- process orders that you have submitted. This includes confirming orders are correct with you, notification of dispatch, issues etc with your orders;
- to provide customer services, including processing of any product returns you notify us of;
- in the unlikely event of a product fault, to notify you of these issues so as they can be resolved;
- to administer accounts, process payments and keep track of billing and payments;
- seek your views or comments on the services we provide;
- notify you of changes to our services;
- send you communications on products, services, pricing etc that may be of interest to you.

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations. We will hold your personal

information on our systems for as long as is necessary for the relevant activity. For example, to fulfil our legal obligations, all accounting information will be held for 7 years maximum.

### Who has access to your information?

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

We may share your information with our credit insurance suppliers.

### Third Party Service Providers working on our behalf

We may pass your information to our third party service providers, agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example sending you mailings). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties beyond the service providers unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

### Your choices

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us then you can select your choices by ticking the relevant boxes situated on the form on which we collect your information.

### How you can access and update your information

The accuracy of your information is important to us. If you change email address, or any of the other information we hold is inaccurate or out of date, please email us at using the contact details at the beginning of this document.

You have the right to ask for a copy of the information Maxigrow Ltd holds about you.

### Security precautions

Security systems are in place to protect the loss, misuse or alteration of your information. When you give us personal information, we take steps to ensure that it's treated securely. Any sensitive information is stored on an encrypted and protected server with restricted user access.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, ordering system etc, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

### Profiling

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of additional information about you when it is available from external sources to help us do this effectively. We may also use your personal information to detect and reduce fraud and credit risk.

## Erasing your personal information

In some cases you have the right to request that we erase all personal information we hold about you, you can request this by emailing us using the above contact details.

To have your information erased we may need to collect additional personal information to enable us to match you to the information we hold about you, this will only be used for the purposes of processing your erasure request and will be erased along with the rest of your data once your request is complete.

When you request your information be erased we will erase it for you right away, however due to the nature of our off-site backups your data will not be completely erased for up to 1 year after your request whilst our backups expire.

## Job applications

If you apply for a job with us, or send us your resumé speculatively we will store your personal information for the purposes of considering your application, this is necessary so we have all the information to make a decision about your potential employment.

Retention: We will retain your information until the position has been filled, if a resumé has been sent speculatively then it will be retained for no longer than 1 year from the date we receive it at which point it will be erased.

## Website and social analytics

We utilise analytical software to monitor and analyse visitors behaviour on our website including the time they spend on the site, which pages they visit, the links they click and where they scroll on the website. The data we collect is not personally identifiable in anyway whatsoever and is collected purely for the purposes of optimising our website, social media and marketing strategies, and website design.

Retention: We retain this data indefinitely due to the fact that it is not personally identifiable and by doing so allows us to monitor trends over extended periods of time.

## Cookies

Cookies are small files that are created by websites and stored within your browser. Our website creates a number of cookies within our website for the purposes of allowing you to remain logged into the customer portal, detecting and preventing fraud, and to provide anonymous analytical behavioural tracking within our website for the purposes described under the “Website and social analytics” section of this policy.

Retention: You can control the creation and retention of cookies in your browser settings.

## Data breach

In the extremely unlikely event that we experience a data breach on any of our systems that may have exposed your personal information we will notify you as soon as practically possible by email using the primary email we store for you. We will if necessary also notify law enforcement and the Information Commissioner.

## Lawful basis for processing

Under the General Data Protection Regulations (GDPR), unless otherwise indicated in the relevant section above, we are processing your personal information in order that we may provide a service

to you as part of a contract. If you refuse to provide the information necessary to enter a contract, then we will not be able to deliver services to you.

Where we are processing your personal information for marketing purposes, you can withdraw your consent at any time using by contacting us using the details at the beginning of this document.

#### [Review of this Policy](#)

We keep this Policy under regular review. This Policy was last updated in May 2018.