

# Privacy

Lily's Florist collects the personal information needed to process orders, arrange deliveries, respond to enquiries, keep payment and accounting records, and send marketing where it is permitted by law. This may include your name, address, phone number, email address, WhatsApp details, order information and payment records.

We only use your information where we have a lawful reason to do so, keep it secure, and only keep it for as long as necessary. We may share it with trusted service providers such as payment processors, website providers, accountants and delivery support services where needed.

You have rights over your personal data, including the right to access, correct or object to how it is used.

For more information, please read the full Privacy Notice or contact me, Lucy Kipling at [lilysbouquets@gmail.com](mailto:lilysbouquets@gmail.com).

## Full Privacy Notice

### Privacy Notice

At Lily's Florist, we care about your privacy and are committed to handling your personal information properly and respectfully.

This Privacy Notice explains what information we collect, how we use it, who we share it with, how long we keep it, and your rights.

### Who we are

Lily's Florist is run by Lucy Kipling, providing flowers and deliveries across Peacehaven, Saltdean, Rottingdean, Newhaven, Seaford and surrounding East Sussex areas.

If you have any questions about this notice or how we use your information, please contact:

- Email: [lilysbouquets@gmail.com](mailto:lilysbouquets@gmail.com)

### What information we collect

When you place an order, make an enquiry, or contact us, we may collect:

- your name
- your billing address
- your delivery address
- your phone number
- your email address
- your WhatsApp details
- your order and delivery information
- payment and invoice details
- records of messages, enquiries, complaints, refunds or disputes

If you send flowers to someone else, we may also collect:

- the recipient's name
- the recipient's delivery address
- the recipient's contact number where needed for delivery
- any gift card or message details you provide
- How we use your information

- We use your personal information to:
- process and manage your order
- deliver flowers and gifts
- contact you about your order, substitutions, delays or delivery issues
- take payment and maintain accounting records
- respond to enquiries and provide customer support
- manage complaints, refunds and disputes
- improve how we run the business
- send marketing messages where we are allowed to do so

## Our lawful bases

We only use your personal information where we have a lawful basis under data protection law.

### Contract

We use your information where it is necessary to take and fulfil your order.

### Legal obligation

We may keep certain records where we are required to do so for tax, accounting or other legal reasons.

### Legitimate interests

We may use your information where it is reasonably necessary to run the business, respond to enquiries, keep records, prevent misuse, and maintain marketing opt-out lists.

### Consent

Where needed, we will ask for your consent, particularly for some marketing communications.

### Marketing

We may send you updates, news or offers by email, text or WhatsApp where we are allowed to do so.

You can opt out of marketing at any time by contacting us directly.

If you ask not to receive marketing, we may keep a small record of your request so we can make sure we respect it.

## Who we share your information with

We only share personal information where necessary to run the business properly. This may include:

- payment providers
- website, hosting or order system providers
- accountants or bookkeepers
- IT, email or cloud service providers
- delivery support services, where used

- legal, regulatory or government bodies where required by law
- We only share the minimum information needed for the relevant purpose.
- How long we keep your information
- We only keep personal information for as long as necessary.

Typically:

- order, invoice and payment records are kept for up to 6 years for tax and accounting purposes
- enquiries where no order is placed are usually kept for up to 12 months
- delivery details and related correspondence are kept only as long as needed for the order and any follow-up issues
- marketing preferences and opt-out records are kept as needed so we can manage communications lawfully

## How we keep your information safe

- We take reasonable steps to protect your information. This includes:
- using password-protected devices and accounts
- limiting access to personal information
- using trusted service providers
- keeping records secure
- securely deleting information when it is no longer needed

Although no system is completely secure, we work to keep your information protected.

## Your rights

You have rights under data protection law, including the right to:

- ask for access to the personal information we hold about you
- ask for incorrect information to be corrected
- ask for your information to be deleted in certain circumstances
- object to certain uses of your information, including direct marketing
- ask us to restrict how we use your information in some cases
- complain to the Information Commissioner's Office if you are unhappy with how we handle your data

## Third-party services

Our website or business systems may use third-party providers for functions such as payments, hosting, email, website forms or accounting. Those providers will handle personal information only as needed to provide their services.

## Contact us

If you have any questions about this Privacy Notice or want to exercise your rights, please contact:

- Lucy Kipling trading as Lily's Florist  
Email: [lilysbouquets@gmail.com](mailto:lilysbouquets@gmail.com)

You have the right to complain to the Information Commissioner's Office (ICO) if you are unhappy with how your personal data is handled.

## Changes to this notice

We may update this Privacy Notice from time to time. The latest version will always be available on our website.

## Abbreviations List

DPA 2018	Data Protection Act 2018
GDPR	General Data Protection Regulation
ICO	Information Commissioner's Office
IT	Information Technology
PECR	Privacy and Electronic Communications Regulations
SMS	Short Message Service

## Authentication

Lucy Kipling  
2026