

Privacy Policy for Mustard Roots

Effective Date: Monday 15th September 2025 **Last Updated:** Monday 15th September 2025

1. Who We Are

Mustard Roots ("we", "us", or "our") provides professional gardening and landscaping services across the UK. We operate the website <https://www.mustardroots.com/> and are committed to protecting your privacy and handling your personal data responsibly.

2. What Personal Data We Collect

We may collect and process the following types of personal data:

- **Contact details:** name, email address, phone number, and postal address
- **Service-related information:** property details, service preferences, and appointment history
- **Website usage data:** IP address, browser type, pages visited, and time spent on our site
- **Communication data:** messages or enquiries submitted via our website, email, or phone

3. How We Use Your Data

We use your personal data to:

- Respond to enquiries and provide quotes
- Schedule and deliver gardening and landscaping services
- Send service updates, invoices, and appointment reminders
- Improve our website and customer experience
- Send occasional marketing communications (only with your consent or under legitimate interest)

4. Legal Basis for Processing

We process your data under one or more of the following lawful bases:

- Your consent
- Performance of a contract
- Compliance with legal obligations

- Our legitimate interests (e.g. improving services, marketing to relevant audiences)

5. Direct Marketing and Cold Outreach

We may use your personal data to contact you with information about our gardening and landscaping services that we believe may be of interest to you. This may include:

- Direct emails or phone calls to individuals or businesses
- Marketing messages sent without prior interaction (cold outreach)

We rely on **legitimate interests** for business-to-business marketing and **consent** for individuals. You have the right to object to direct marketing at any time. All communications will include clear opt-out instructions, and you can also contact us directly to be removed from our outreach list.

6. Sharing Your Data

We may share your data with:

- Trusted **third-party service providers** who support our operations (e.g. cloud storage, email platforms, payment processors)
- Legal authorities if required by law, We do **not** sell or rent your personal data to third parties.

7. International Data Transfers

Some of our third-party service providers may store or process your personal data outside the UK. Where such transfers occur, we ensure that appropriate safeguards are in place, including:

- Transfers to countries with adequate data protection laws
- Standard Contractual Clauses (SCCs) approved by the UK Information Commissioner's Office (ICO)
- Other lawful mechanisms as required under UK GDPR

By using our services, you acknowledge and agree to these international data transfers where necessary.

8. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes outlined in this policy or to comply with legal obligations.

9. Your Rights

Under UK data protection law, you have the right to:

- Access the personal data we hold about you
- Request correction or deletion of your data
- Withdraw consent at any time
- Object to or restrict certain types of processing

10. Cookies

Our website uses cookies to enhance your browsing experience. You can manage your cookie preferences through your browser settings.

11. Contact Us

If you have any questions or concerns about this privacy policy or your personal data, please contact us: **Email:** Info@mustardroots.com