

Privacy Policy – Riverside Outdoor Living

This policy explains what personal information we collect, why we collect it, how we look after it, and what your rights are. We've tried to keep it clear and simple. If anything isn't clear, just get in touch.

What information we collect, and where from

We only collect what we need. Depending on how you deal with us, this may include:

How you contact us	What we may collect
Website contact form	Your name, email address and your message
Phone calls	Your name, phone number and details of your enquiry
WhatsApp	Your name, phone number, messages and any photos you send us (for example of your garden for a quote)
Email	Your name, email address and the content of your email
Facebook and Instagram lead forms, competitions and prize draws	Your email address, your first name if Facebook or Instagram fills it in, whether you ticked our marketing box, and which promotion you responded to
Quotes and orders	Your name, address, phone number, email, details of the products and services you want, delivery or installation details, and payment records
Visiting our website	Cookies and similar technologies (see "Cookies and analytics" below)

At the moment our promotions only ask for your **email address** (and first name if it's filled in automatically). If we start asking for more, such as your phone number, we'll explain why at the time.

Why we use your information, and our legal basis

The law requires us to have a valid reason ("lawful basis") for using your information.

What we use it for	Lawful basis
Giving you quotes, taking orders, arranging delivery or installation, providing after-sales support	Contract , or steps you've asked us to take before entering into a contract
Sending you marketing emails about offers, products and news	Consent . We only email you marketing if you've opted in, and you can withdraw consent at any time
Running competitions and prize draws, including contacting winners	Legitimate interests : running our promotions fairly
Responding to enquiries made by phone, WhatsApp, email or our website	Legitimate interests : replying to people who contact us
Keeping accounts and tax records	Legal obligation

What we use it for	Lawful basis
Keeping our website working and secure, and understanding how it's used	Legitimate interests. Non-essential cookies are only used with your consent (see "Cookies and analytics" below)

Marketing emails

- We only send marketing emails if you've **ticked the box** to say you'd like them. Agreeing to competition terms isn't the same as agreeing to marketing.
- So we can send you things that are relevant to you, we group our contacts **by interest**, based on the promotion or ad you responded to. Our groups are **hot tubs, Telluria garden buildings, verandas and pergolas, and other products**. For example, if you enter a Telluria prize draw, you'll mostly hear about Telluria garden buildings.
- Our emails are sent using **[CONFIRM email platform, e.g. Mailchimp / Klaviyo / Wix email marketing]**. This platform may record whether you open our emails or click links, which helps us improve them.
- **You can unsubscribe at any time** using the link at the bottom of every email, or by contacting us. It's free and we'll stop promptly.
- **We never sell your personal information**, and we don't share it with other businesses for their own marketing.

Who we share your information with

We only share information where we need to, with: - **Our email marketing platform** ([CONFIRM]), to store our contact list and send emails - **Wix**, which hosts our website, contact forms and online shop - **Meta (Facebook and Instagram)**, when you fill in one of our lead forms on their platforms - **Payment providers** [CONFIRM, e.g. Wix Payments, PayPal, card providers], to process payments. We don't see or store your full card details - **Installers, delivery companies or suppliers**, where needed to deliver or install your order (for example, your name, address and phone number) - **Our accountant**, for bookkeeping and tax - Anyone we're **legally required** to share it with, such as HMRC or the police where the law requires

These organisations may only use your information to provide their services to us.

International transfers

Some of the services we use (for example Wix, Meta and email marketing platforms) may store or process information outside the UK, including in the EU and the USA. Where this happens, we rely on recognised safeguards such as UK adequacy regulations, the UK–US "data bridge", or the UK International Data Transfer Agreement / Addendum to standard contractual clauses, so your information keeps a similar level of protection.

How long we keep your information

Information	How long we keep it
Competition/prize draw entries without marketing consent	Deleted within [CONFIRM: 3 months] after the draw (winners' details are kept as long as needed to provide the prize and keep records)
Marketing contacts	Until you unsubscribe. If you haven't opened or clicked any of our emails for [CONFIRM: 24 months] , we'll review whether to keep you on the list or delete your details
Enquiries that don't lead to an order	Up to [CONFIRM: 2 years] , in case you come back to us
Customer, quote and order records	6 years after the end of the financial year they relate to, for tax and accounting purposes
Unsubscribe records	We keep a minimal record (your email address) so that we don't email you again by mistake

Keeping your information safe

- We store customer and marketing information in secure, password-protected business systems (our email platform and website account), with access limited to staff who need it.
- Our policy is that customer details shouldn't be kept on personal devices. Enquiries received by phone or WhatsApp are recorded in our business systems, and copies on individual devices are deleted when they're no longer needed. [CONFIRM: does the business use a WhatsApp Business account / company phones?]
- We use reputable service providers with their own security measures.
- No system is completely secure. If something goes wrong that's likely to put your rights at risk, we'll tell you and the ICO where the law requires.

Cookies and analytics

Our website is run on **Wix**, which uses cookies. Some are essential to make the site and shop work. Others help us understand how visitors use the site. You can choose which non-essential cookies to accept using the cookie banner, and you can change your settings in your browser at any time.

[CONFIRM: if a Meta Pixel or Google Analytics is added in future, update this section. For example: "With your consent, we use the Meta Pixel to measure how well our Facebook and Instagram ads work and to show our ads to people who've visited our site."]

Your rights

You have the right to: - **Access** the personal information we hold about you - Ask us to **correct** anything that's wrong or incomplete - Ask us to **delete** your information - **Object** to us using your information, including for marketing (we'll always stop marketing if you ask) - Ask us to **restrict** how we use your information - Ask for your information in a portable format, where this applies - **Withdraw your consent** at any time, for example by unsubscribing from emails. This doesn't affect anything we did before you withdrew it

To use any of these rights, contact us using the details on our website's Contact page. We'll respond within one month. There's normally no charge.

Complaints

If you're unhappy with how we've handled your information, please talk to us first and we'll try to put it right. You also have the right to complain to the **Information Commissioner's Office (ICO)**, the UK's data protection regulator: - Website: <https://ico.org.uk> - Phone: 0303 123 1113

Changes to this policy

We may update this policy from time to time. The latest version will always be on this page.

Last updated: 21 October 2026