

Privacy Policy and Cookies

Privacy Policy

This privacy policy sets out how we, RMC Garden Machinery Services Ltd, uses and protects any information that you provide us with.

We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified you can be assured that it will only be used in accordance with this privacy statement.

What type of information do we collect?

We may collect the following information:

- Name
- Contact information including email address
- Demographic information such as postcode, preferences and interests
- Other information relevant to customer surveys and/or offers

For the exhaustive list of cookies we collect, see the Cookies section below.

Where e-commerce elements exist, we also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

How do we collect information?

When you conduct a transaction on our website, or complete sections to request information or to contact us, as part of the process, we collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated within this policy.

Why do we collect such personal information?

We collect such Non-personal and Personal Information for the following purposes:

- To provide and operate the Services;
- To provide you with ongoing customer assistance
- To be able to contact our Visitors and Users with general or personalised service-related notices and promotional messages;
- To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we may use to provide and improve our respective services;
- To comply with any applicable laws and regulations.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How do we store, use, share and disclose your site visitors' personal information?

Our company is hosted on the Wordpress.com platform. Wordpress.com provides us with the online platform that allows us to sell and promote our products and services to you. Your data may be stored through Wordpress.com's data storage, databases and the general Wordpress.com applications. They store your data on secure servers behind a firewall.

Where applied all direct payment gateways offered by Wordpress.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

How long do we keep the information for?

We will retain data from Customers that have purchased items from us for a period which covers the term of any warranty.

Other data will be held for a period until either data is cleansed or is requested to be removed

How do we communicate with you?

We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company and products, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

How do we use cookies and other tracking tools?

Our website uses tracking cookies – we use this information to provide data on how visitors use our website. We track this information to make improvements to the website, user experience and to analyse the activity on each area of our site.

Where digital marketing activity is used, we will use cookies to retarget the site visitors using social media platforms, AdWords and similar platforms. The purpose is to target messages to visitors that have shown an interest in the product or services.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be held responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy policy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

How can you withdraw your consent?

If you don't want us to process your data anymore, please contact us at info@rmcmachinery.co.uk or send us mail to RMC Garden Machinery Services Ltd, Chantry Park, Hadleigh Road, Ipswich, IP2 OBS.

Privacy policy updates

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

List of Cookies We Collect

The table below lists the cookies we collect and what information they store.

COOKIE name	COOKIE Description
CART	The association with your shopping cart.
CATEGORY_INFO	Stores the category info on the page, that allows to display pages more quickly.
COMPARE	The items that you have in the Compare Products list.
CURRENCY	Your preferred currency
CUSTOMER	An encrypted version of your customer id with the store.
CUSTOMER_AUTH	An indicator if you are currently logged into the store.
CUSTOMER_INFO	An encrypted version of the customer group you belong to.
CUSTOMER_SEGMENT_IDS	Stores the Customer Segment ID
EXTERNAL_NO_CACHE	A flag, which indicates whether caching is disabled or not.
FRONTEND	Your session ID on the server.
GUEST-VIEW	Allows guests to edit their orders.
LAST_CATEGORY	The last category you visited.
LAST_PRODUCT	The most recent product you have viewed.
NEWMESSAGE	Indicates whether a new message has been received.

NO_CACHE	Indicates whether it is allowed to use cache.
PERSISTENT_SHOPPING_CART	A link to information about your cart and viewing history if you have asked the site.
POLL	The ID of any polls you have recently voted in.
POLLN	Information on what polls you have voted on.
RECENTLYCOMPARED	The items that you have recently compared.
STF	Information on products you have emailed to friends.
STORE	The store view or language you have selected.
USER_ALLOWED_SAVE_COOKIE	Indicates whether a customer allowed to use cookies.
VIEWED_PRODUCT_IDS	The products that you have recently viewed.
WISHLIST	An encrypted list of products added to your Wishlist.
WISHLIST_CNT	The number of items in your Wishlist.
personalmerchant	Stores the ids of pages you've viewed in order to make intelligent suggestions for other products that may interest you.
loc Coyote-2-a0f0083 bt ana_svc uid uit psc di dt ssh sshs	<p>AddThis: Who are compliant with both the NAI and DAA self-regulatory codes.</p> <p>Addthis collect non-personally identifiable information from many of the websites in which an AddThis button is enabled, and use that information to deliver targeted advertising on those websites as well as other websites you may visit. If you prefer that they do not collect Non-Personally Identifiable Information about your website visits for the purpose of delivering targeted advertising, you may opt out.</p> <p>When you opt out, they will place an opt-out cookie on your computer. The opt-out cookie tells us not to use your information for delivering relevant online advertisements. Please note that if you block cookies, their opt-out process may not function properly. Please also note that if you delete, block, or otherwise restrict cookies, or if you use a different computer or Internet browser, you will need to renew your opt-out choice.</p>
__utma __utmb __utmv __utmz	<p>Google Analytics: These cookies are used to store information, such as what time your current visit occurred, whether you have been to the site before, and what site referred you to the web page.</p> <p>These cookies contain no personally identifiable information but they will use your computer's IP address to know from where in the world you are accessing the Internet.</p> <p>Google stores the information collected by these cookies on servers in the United States. Google may transfer this information to third-parties where required to do so by law, or where such third-parties process the information on Google's behalf.</p> <p>In order to provide website visitors with more choice on how data is collected by Google Analytics, Google has developed the Google Analytics Opt-out Browser Add-on. The add-on communicates with the Google Analytics JavaScript (ga.js) to stop data being sent to Google Analytics. The Google Analytics Opt-out</p>

	<p>Browser Add-on does not affect usage of the website in any other way. A link to further information on the Google Analytics Opt-out Browser Add-on is provided below for your convenience.</p>
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For more information on the usage of cookies by Google Analytics please [see the Google website.](#)