GDPR checklist

Security

1. **Have you set up 2-factor authentication (2FA) for logging in to the Garden Connect platform? If you use 2FA you will occasionally have to enter a code that you will receive via the Google Authenticator app or SMS.**

We advise you to always use 2FA via the Authenticator app. SMS is less secure and we, therefore, advise against it. You can set this yourself when you log in to the Garden Connect platform. Check this website for more info about 2-factor authentication and how it helps to keep your data secure.

2. **Do you use strong passwords to log in to the Garden Connect platform? A strong password has a minimum of 8 characters and has capital letters, numbers, special and regular characters.**

Strong passwords are difficult to remember, but they do provide better security. You can also use a Password Manager like Lastpass. It contains a function to generate secure passwords. Ideally, you should only use a password on 1 website only. If you use a password multiple times, there's a risk a hack of 1 website results in a loss of data on other websites.

3. **Do you use strong passwords for the PC/laptop you use to log in to the Garden Connect platform? A strong password has a minimum of 8 characters and has capital letters, numbers, special and regular characters.**

Make sure all users use strong passwords. We advise you to do this and ask your IT administrator for advice if necessary. A strong password has a minimum of 8 characters and has capital letters, numbers, punctuation marks and regular characters. Always create strong passwords.

4. **Do you use a virus scanner on the devices you work on?**

It is important that you use a good virus scanner on all devices you work with and you log in to the Garden Connect platform. We strongly recommend that you do this. Take a look at this website for a selection of options..

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5. **Please indicate which ones apply to your garden centre:**
   - Passwords have been printed out or written down
     Never write down passwords, do not save them in an Excel file or print them out. Papers lying around are a security risk.
   - External USB sticks are used
     We advise you to stop using USB sticks. For sending large files you can use Wetransfer.com. USB sticks are used to transfer unwanted programs from one computer to another.
   - Computers in public spaces are not yet physically secured
     Also, ensure physical security for all computers in your garden centre. For example, a cable lock for laptops is effective to protect devices from theft.
   - Computer systems are freely accessible, without a password
     Make sure that all computers, telephones and tablets in your garden centre are protected with a strong password.

Cookies

6. **Does your website use cookies?**

Almost every website uses cookies. If you have indicated that you do not use cookies, make sure that this is correct: almost every website uses them!

7. **Do you have a cookie statement on your website?**

You need a cookie statement if you have cookies on your website. If you don't have one, you can use a website like this to create one.

8. **Do you use cookies that are not necessary or functional?**

A cookie notification is mandatory if you use non-necessary cookies. For example, a non-necessary cookie is a remarketing tag. A necassary cookie is a cookie let your shopping cart function, for example.

9. **Do you want to use Garden Connect's updated cookie notification? We place these for you for free if you use our SSL certificates. This cookie notice helps you to comply with the laws and regulations in this area (UK and Ireland).**

If you answered "Yes" to this, we will contact you to place the cookie notification.

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Personal data

10. **Do you process personal data? You process personal data if you store data of your customers in any way. This can be in the Garden Connect platform, in your EPOS system or even in your own e-mail program.**

Personal data are names, addresses, telephone numbers, social media accounts, customer numbers, e-mails, order numbers, loyalty card data and all other information that can be (in)directly traceable to a person. If you have this online or offline, on your own devices, you process personal data. Be very sure that this is correct if you have indicated that you do not process personal data.

11. **Do you have a privacy statement on your website?**

Place the privacy statement in a clearly accessible place on your website. Make sure that there is also a link to the privacy statement with forms and other places where visitors can leave information, such as when creating an account. You don't have to ask for approval on the privacy statement, you just have to inform people.

12. **Do you ask for unnecessary information from website visitors? An example of unnecessary information is gender when filling out a contact form because you don't need it to help a customer. You may only request information that you actually use.**

According to the GDPR, it is not desirable to request unnecessary information from website visitors. For example, it is not necessary to ask a gender or salutation if someone has a question about returning an order. Check the forms on your website and in your garden centre to make sure you are not asking your customers for unnecessary information.

13. **Do you collect data from children under the age of 16?**

If you collect data from children under the age of 16, for example, if you organise children's birthday parties, we advise you to engage a lawyer. There are many rules around collecting data from children and it is best to ask an expert for advice. You can also ask the HTA for guidance if you're based in the UK.

14. **Do you have a loyalty card with details of your customers and their purchases?**

If you don't have a loyalty card, you can skip this chapter.

15. **Do you want to analyse & process customer data and apply segmentation based on this information? You do this, for example, with Personal Marketing or when you only approach a certain group of cardholders with discounts and promotions.**

If you analyze customer data and use it to personalise your communication, you must state this clearly in your privacy statement.

16. **Do you store sensitive information about your customers, such as their date of birth or bank account number?**

By default, we never store any credit card information or personal data like date of birth or other sensitive information. However, if you do that yourself by creating online forms or options to enter this, you must explain to your customers how you process and secure this data. We also recommend you to contact a lawyer to check if the process you have are all in line with the current legislation.

Access to customer data

17. **Can the personal data of customers be viewed by people other than you & your colleagues within the company?**

It makes sense that you and other colleagues can view personal data. Just make sure this is limited. The marketing team should be able to access e-mail addresses for your digital newsletter, but not the cashier.

18. **Do you share personal data with others?**

Others are, for example, ourselves, Garden Connect, or your EPOS supplier. You must conclude a processing agreement with every party that has access to or access to your customer's data. At Garden Connect you have already concluded this, but check whether you have concluded it with other parties. You can [download an example on this website](#).

Email marketing

19. **Do you use email marketing, such as sending newsletters?**

20. **Do you have an unsubscribe link on every newsletter?**

All e-mails from the Garden Connect platform contain an unsubscribe link. Recipients who unsubscribe are automatically processed and after 6 months the e-mail address is

removed from the database. If you have a third party email platform, you must check this yourself.

21. **Have you bought or received email addresses from third parties?**
Third-party e-mail addresses are all e-mail addresses that you have not received directly from your own customers.

If you have indicated that you have purchased or received e-mail addresses from third parties, we advise you to carefully check whether the recipients have given their approval to receive your newsletter and e-mails.

We strongly advise against using third-party email addresses, regardless of whether it is legal. Send emails to people who really want to receive them, don't send them to others.

22. **Do you remove data from customers who unsubscribe from your newsletter?**

According to the GDPR, you may only store data if it is necessary. If a recipient unsubscribes from your newsletter, it is, therefore, advisable to delete his/her e-mail address after some time. In the Garden Connect platform, this happens automatically after 6 months, but if you have third-party systems, you have to organise that yourself.

Mandatory information on your website

23. **Please indicate which information is currently on your website (several answers are possible):**
- Registered number & location of registration
- VAT number
- Trade name and legal form (e.g. LTD)
- Business address (not a PO box)
- Email address
- Phone number or other option for quick contact, such as chat or Whatsapp
- Details of any trade body or regular registration

24. **Are your general terms and conditions displayed on your website?**

We recommend that you post the terms and conditions as soon as possible. You can draw up general terms and conditions or ask a lawyer to help you via this website.

Online Sales

25. **If you sell services or products online, you have a webshop. In this case, you must comply with the laws and regulations in the field of online sales. Do you sell services or products via the website?**

26. **It is important that visitors to your website can see clearly what they are going to buy. Product descriptions and photos are important. Also, make it clear what is or is not included with products. If you show a piece of garden furniture with cushions, please let visitors know whether the cushions are included or not. It is also important to properly name all sizes and materials. Is the product information on your website complete and clear?**

Use clear product descriptions and clear photos. Also, make it clear what is or is not included with products. Does the pot come with the plants? Are the cushions included with the loungeset?

More information also leads to more orders so it's beneficial in multiple ways.

27. **It is important that all prices on your website are clear. The price that a consumer sees must include VAT/taxes and payment costs. You are therefore not allowed to charge extra costs apart from the shipping costs. Do you show all costs including VAT/taxes on your product page?**

Make sure that all prices on your webshop always include VAT/taxes and payment costs if you're based in the EU or UK. This is required by law if you sell to consumers.

You are not allowed to charge a payment fee for paying with a credit card or PayPal (and if you do, it's very customer-unfriendly anyway!).

28. **You must offer at least 1 payment method that allows payment after delivery. Payment on collection at the garden centre is also allowed. Do you have a payment method that allows you to pay afterwards, after delivery?**

You must offer at least 1 payment method that corresponds to payment after delivery. You can offer customers the option to pay on collection at your garden centre or start using a payment method like Klarna. Make sure this is arranged or set this up via the Garden Connect platform.

29. **It is important to inform consumers about the warranty you give on products. It is best to create a separate page for this on your webshop. Do you have a warranty information page?**

Make sure that this page comes up and you clearly indicate which warranty conditions you adhere to, possibly per product group.

30. **The shopping cart is an important page in your webshop because this is where the customer enters his personal data and also decides to pay. During the ordering process, you should make sure that the following things are clear:**
- The product and prices
- Postage costs
- The total amount to be paid

   By default, Garden Connect ensures that this is correct. But you also have to agree to the general terms and conditions in order to comply with applicable laws and regulations. Do you actively request consent on your general terms and conditions by means of a checkbox in the checkout?

Make sure terms and conditions can be viewed and saved. If you upload them to the Garden Connect Platform we ensure that this is automatically possible. They will always be sent to the customer by e-mail.

31. **To avoid ambiguity, the button used by the consumer to proceed to the payment provider must state that a payment obligation arises. This button may therefore not be called "Continue" or "Next", but must be called "Pay" or "Complete purchase". Is the button pointing to your payment provider clear and unambiguous?**

We advise you to adjust this button and change it to "Pay" if you have not yet adjusted it. You can email support@gardenconnect.com to have this adjusted.

32. **If you sell electrical appliances, additional conditions apply to inform the consumer. Do you sell electrical appliances on your website?**

If you sell electrical appliances on your webshop, additional rules may apply. Be sure to comply to them.

33. **If you sell prepacked food, additional conditions apply to inform the consumer. Do you sell food on your website?**

If you sell prepackaged food on your webshop, additional rules apply. For example, an expiry date must be added and you must state the ingedrients and allergens. Be sure to comply with them.

34. **If you show stock information on your website, it must not be misleading. If you still have 10 pieces, it is not allowed to mark this as 'only 2 left'. The information on your website must be correct. Also, you**

may not show any 'reduced from' prices if you have never used the "from" price. The local autorities protecting your customers doesn't appreciate that – and neither do your customers. Do you have incorrect and/or misleading information on your website?

Please ensure that the information is reasonably correct. You can always keep a margin, but you can't say "Almost sold out!" with a garden furniture set if you have 50 left.

35. Do you show reviews or ratings on your website?

If you collect reviews for/about your garden centre or products, you should keep in mind that there are rules about what is and is not allowed. The Dutch Chamber of Commerce gives you guidance in this article.

Return Policy

36. It is important that visitors know what your return policy is. Moreover, a good, customer-friendly return policy can lead to more orders in your webshop. Do you have a return policy page on your website?

It is important that this page contains all information that is required by law. The questions below will help you with that. You can also look at this blog for more information about the return policy and right of withdrawal.

37. It is mandatory to give customers 14 days to view and test the product (within reason). Do customers have a minimum of 14 days after receiving the product to return it?

It is legally required to give customers at least 14 days to view and return the item. In some cases, you may deviate from this, for example with flowers and plants.

38. It is important, before the purchase takes place, to clarify what the return address is and who pays the costs for the return. You must also provide an indication of the return costs. Do you provide clear return instructions to the customer?

It is important to clarify the return address and who pays the costs for the return before the purchase takes place. You must also provide an indication of the return costs. If you do not mention this on your website, the consumer can ask you to pay the return costs. If you only mention this in your general terms and conditions, it's considered too vague so it is best to make a separate page on your website with this information.

39. You must give customers the opportunity to return their orders. You can offer them a withdrawal form for this. You can upload the withdrawal form to the Garden Connect platform so that it is sent automatically

with every order. Do you send a (digital) withdrawal form with every order?

We advise you to add this so that it is sent with every order. An example of a withdrawal form can be found [here](#). You can also include a link to this form on your website in every e-mail from your webshop.

40. **As soon as an item has been returned to you, you must make the refund. You must always settle a refund in cash for online orders, so you are not allowed to give a gift voucher or anything like that. Your customer is entitled to the full purchase amount, including shipping costs for the outward shipment. Is the refund process well organized for you?**

You need to organise repayments within your organisation. As soon as an item has been received by you, you must make the refund. You are not allowed to give a gift voucher or anything like that.

Your customer is entitled to the full purchase amount, including shipping costs for the outward shipment. The costs for the return may be borne by the consumer, but only if you have clearly stated this in advance. Refunds must be made as soon as possible, but always within 14 days after receipt of the return shipment and in the same way as ordered.

41. **In your return policy, you can also set conditions for testing and trying products. A customer who buys online can always unpack and try a product, but as a seller, you also have rights the customers must comply to. Have you included product testing & trying information in your return policy?**

Make sure you clearly explain what a customer can and cannot do. For example, you can request that the item always be returned in its original packaging.

Disclaimer

42. **We have tried to create a questionnaire that helps you comply with applicable laws and regulations in the field of IT, digital security, personal data and online sales. We have done this as an aid so you cannot use this list as legally binding advice. We always advise you to consult a lawyer or lawyer if you have additional questions. By completing this questionnaire you agree to this.**

Useful links

We have listed a number of useful websites & resources to help you further:

- [Cookie Policy Generator](#)
- [GDPR.EU](#)
- [ICO UK](#)
- [Privacy Policies.com](#)
- [Privacy Policy Generator](#)
- [Rocket Lawyer](#)
- [TermsFeed](#)

There are of course plenty of other websites and companies that can help you, but we are familiar with the above websites & organizations.