

BIG GROW – MINI PRIVACY POLICY

This is a bitesize version of our Privacy Policy. It's got all the greatest hits: how we collect, store and handle your personal data. If you're the 'no stone unturned' sort, then the full thing's [here](#).

Who we are

We are innocent Limited, a limited liability company registered in England under registration number 04007092 (Innocent). We have our registered office at the Fruit Towers, 342 Ladbroke Grove, London, W10 5BU, United Kingdom.

You can email us at hello@innocentdrinks.co.uk, call the banana phone on 020 7993 3311, or just stand outside and shout really loudly.

How and why we collect your data

When you register for the Big Grow, we ask for personal details like your date of birth, name, address, and email.

We don't store your date of birth, our computer just needs it to check you're over 16. If you're under 16 (lucky thing), we ask for your parent's or guardian's details. We do not knowingly collect data relating to children. If you think we might hold data relating to a child, please contact privacy@innocentdrinks.com

We keep the rest of your details until 3 months after August 31st 2019. We're not being nosy, we do this so you can enter the competition, so we can send you a prize if you win, and so we can handle any enquiries you may have.

If you're teacher, we'll keep hold of your data for 12 months to let you know if the competition is running again next year.

If you sign up to our innocent newsletter (it's a good one) you provide data then, too. We'll keep those details for 24 months to inform you of our news and competitions. You can ask us to remove your details from our database at any time by contacting us at privacy@innocentdrinks.com.

When we will share your data

We will sometimes share data with third parties to help us provide a better service for you, and make the Big Grow the best it can be. For example, we work with trusted third parties in England and Ireland to help process and deliver the seed packs to you. We will always make sure that whoever we work with will look after the data we share as well as us. To give your plants the attention they deserve and to help promote the campaign and raise awareness, we may use posts and images you have posted on social media platforms with the hashtag "#biggrow" and publish them on our website. You can ask us to remove these posts from our website at any time by contacting us at privacy@innocentdrinks.com.

Know your rights

You have lots of rights regarding your personal data, like being able to change your details, or request a copy of the information we have about you.

Hungry for more? Go ahead and take a look at our [full Privacy Policy](#) or visit our website at any time.