

PRIVACY POLICY

Greenacres animal park is committed to upholding your privacy and taking care with your personal data as a valued customer, member and user of our website.

We are committed to protecting the privacy of your personal data. We will respect any personal data you share with us and keep it safe. We aim to be clear when we collect your personal data and not do anything you wouldn't reasonably expect with your data.

Your privacy

Please read this Privacy Policy carefully to understand our practices regarding your personal data and how we will collect, use and store your personal data. We may update this policy from time to time so please check it regularly.

1. Who we are

Greenacres Animal Park

VAT no. :154 747 587

Greenacres Animal Park is a Limited Company, with company number 8278834.

2. What personal data we collect and the purposes for which we use it

What personal data do we hold?

Some examples of the type of information we may collect and hold about you are as follows:

- your full name and your title or an indication of the gender that you most closely associate with;
- birth date or alternatively a relevant age range;
- postal address;
- telephone number(s);
- email address;
- records of your correspondence with us;
- donation and gift aid details (if you donate to us);
- CCTV footage of those visiting our premises;
- Photographs and digital images of individuals.

How and why will we use this personal data?

We will use your personal data to:

- provide you with the information, products or services you have requested from us, including such things as admission to the Park, specific events that we run, merchandise from our shops, responding to your enquiries and requests, attending educational activities and events, and to tell you about our work and our fundraising;
- provide you with other information which we feel may interest you. This may include newsletters, tips, updates, information in relation to fundraising campaigns, details of relevant volunteering opportunities, and details of any promotions and competitions we are running. We may also send you details of events we think you may be interested in attending;
- keep in contact with you in the ways that you have requested or agreed to;
- provide you with information about carefully selected third party events, products, campaigns and competitions, but only where you have permitted us to do so;
- notify you about changes to our services;
- comply with applicable laws and regulations and requests from statutory agencies including for such purposes as health and safety; the detection and prevention of crime and safeguarding; and
- carry out any obligations or provide you with any other services, functionality or content which you specifically request or agree to.

3. What lawful bases do we rely on to use your personal data?

The legal bases that we rely on for processing your personal data are:

You have provided your consent to us using your personal data for a specific purpose:

We will ask for your consent to use your personal data to send you marketing emails. You always have the right to withdraw your consent at any time.

It is necessary in connection with the performance of a contract with you:

Sometimes it is necessary to process your personal data so that we can enter into contractual relationships with you. For example, if you purchase something from our website, or become a member of Greenacres Animal Park, or donate online, we will require your personal data to enable us to perform our agreement.

It is necessary for compliance with a legal obligation to which we are subject:

This would include where we have to retain certain records, for example, to manage health and safety, for the detection and prevention of crime, safeguarding obligations, for maintaining suppression lists to ensure we comply with marketing laws, for tax reasons (such as those related to gift aid donations) and undertaking due diligence before accepting certain donations or entering into certain relationships.

It is within our legitimate interests.

Applicable law allows personal data to be collected and used if it is reasonably necessary for our legitimate interests or a third party's legitimate interests (as long as the

processing is fair, balanced and does not unduly impact individuals' rights). We will rely on this ground to process your personal data when it is not practical or appropriate to ask for your consent, and where we are confident that this will not impact your rights.

Where you have provided your details to us, we may contact you by email, post and phone for certain marketing and fundraising activities

When we process your personal data to achieve such legitimate interests, we consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. We will not use your personal data for activities where our interests are overridden by the impact on you, for example where use would be excessively intrusive (unless, for instance, we are otherwise required or permitted to by law).

4. How we collect personal data

We collect information about you:

When you give it to us directly

You may give us your personal data in order to receive information from us; visit our facilities; buy products or services from us including such things as purchasing, administering and renewing membership; and when you volunteer with us

When a third party provides us with your personal data

Your personal data may be shared with us by third parties in certain circumstances. This may include (but is not limited to) individuals who may purchase gift membership on your behalf, ticket agencies that may sell tickets to access Greenacres Animal Park or specific events run there, schools or other institutions who work with us or receive our services, by mutual contacts who recommend you to us or buy goods and services on your behalf or as a gift, and by our partners who may host and run events (or help to run and host events) at our premises, or run competitions or prize draws jointly with us. Where appropriate you should check any Privacy Policy of any third party when you provide your personal data to them in order to understand fully how they will process your personal data.

When you use our website

We may collect personal data about you when you use our websites and digital products. Whenever you input personal data into our website (for example, if you become a member or renew a membership online or otherwise support us through our website, book a visit online or download any of our resources), we will collect the personal data that you give to us.

We may collect other personal data from your use of the websites, such as your IP address and access times.

We may link our websites directly to other sites. This privacy policy does not cover external websites and we are not responsible for the privacy practices or content of those sites. We encourage you to read the privacy policies of any external websites you visit.

5. Communications and marketing

We may contact you by post and telephone, and, where you have provided consent, by e-mail, to let you know about our events and activities (and we may also mention those of third parties, particularly where they are collaborating with us or sponsoring our events) that might be of particular interest to you; retail offers and promotions, or about the work of Greenacres Animal Park more generally; and to provide you with information about and the opportunity to participate in our fundraising activities. We provide the opportunity for you to opt-out from receiving our marketing communications every time we contact you.

Emailing your requested changes to info@greenacresanimalpark.co.uk It may take a few days to process your preference changes so please bear with us.

Social media targeting

If you are a social media user, we will use certain social media tools as part of our relationship with you. These tools include such things as Facebook and Instagram Custom/Lookalike Audiences,

Through using these tools, we will provide some of your data to the social media platform / organisation to allow them to identify your social media profile with them. The social media platform / organisation will then show you relevant advertisements relating to Greenacres Animal Park which we think you will be interested in seeing on your newsfeed.

The social media platform / organisation will also use your profile to identify those with similar characteristics to you who we think may also be interested in finding out more about Greenacres Animal Park, our work and the events here at the park. These identified individuals will then be shown advertisements about Greenacres Animal Park on their newsfeed. This activity is governed by the social media platform's own privacy policy and terms and conditions, so please do refer to these documents if you require any further information about this activity.

6. Data sharing

We do not and will not sell your information under any circumstances.

We may, in certain circumstances, receive your details from charitable giving platforms such as Just Giving, in accordance with a particular platform's privacy policy. For example, where you donate to Greenacres Animal Park through an online platform, they may then give us your address so that we can write to you and say thank you. Please do review any such policies before giving your data to these platforms, to ensure that you are happy for your data to be shared in this way.

Whilst we may allow our staff, consultants and/or external service providers acting on our behalf to access and use your personal data for the activities we have described in this policy (e.g. to provide services or products to you, deliver mailings, to analyse data and to process payments), we only permit them to use it to deliver the relevant information, goods or services, and only if they apply an appropriate level of security protection.

We may need to disclose your personal data upon request to regulatory and government bodies as well as law enforcement agencies.

Unfortunately, the transmission of personal data via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your personal data transmitted to or via our websites and digital products; any transmission is at your own risk. If you have any questions about the international data transfer of your personal data, please contact us using the details below.

7. How we keep your personal data safe and who has access to it

We are committed to ensuring that there are appropriate technical controls in place to protect your personal data including protection from misuse and unauthorised access.

8. Your rights

Please note that you may only use/ benefit from some of the following rights in limited circumstances. For more information, we suggest that you consult guidance from the [Information Commissioner's Office \(ICO\)](#)

Right to restrict processing

In certain circumstances as outlined in the ICO guidance referred to above, you have a right to require us to stop processing your personal data in a particular way.

Right to erasure

You have the right to request that your personal data is erased from our records in certain circumstances. If you wish to request that all of your data be removed from our records please contact info@greenacresanimalpark.co.uk

Right of access

You have a right to ask for a copy of the personal data we hold about you. If you want to access your personal data, please send a description of the personal data you want to see and proof of your identity by post to The Data Controller, Greenacres Animal Park, Cottage Lane, Mancot, CH52AZ.

Right to rectification

We also want to make sure that your personal data is accurate and up to date. Please let us know if your details change. You may also ask us to correct or remove personal data which is inaccurate.

Right to object

You can also opt-out of receiving all or some of our marketing/ fundraising communications or request that we stop processing personal data about you for certain purposes at any time by contacting us using the details below.

Right to data portability

In certain circumstances you have a right to data portability which means we will provide you (or a third party you nominate) with your personal data in a structured, commonly used and machine-readable format.

9. Complaints

If you are unhappy with the way in which we have handled your personal data please contact us using the details below.

Please let us know if you have any queries or concerns about the way that your personal data is being processed by us by contacting us on the details below.

10. Data retention

We keep personal data for as long as there is a need to keep it in connection with the purposes for which it was collected. We may keep your personal data after a particular matter or exchange has concluded but purely for record keeping purposes and to be able to respond to queries.

In the event that you ask us to stop sending you marketing communications, we will retain certain details, such as your name and email address, but only to ensure that you are not contacted again.

11. Contract

For all enquiries in respect of this privacy policy, please contact info@greenacresanimalpark.co.uk

12. Changes to this privacy policy

We keep our privacy policy under regular review. This privacy policy was last updated in July 2018.