



## Data and Privacy Policy

Pop Up Play Village Limited strongly believes in protecting anyone's privacy and personal data. Our website is owned and operated by Pop Up Play Village Limited. The Directors Becky and Dylan Hoare are the controller of all information collected on this website.

This policy is in line and strictly adheres with the General Data Protection Regulation (GDPR). All franchisees and staff working at Pop Up Play Village will strictly follow this policy.

### What personal data does Pop Up Play Village Limited gather from customers?

- We gather the information that customers provide when they fill in appropriate sections of our website. For example, when someone completes the contact section they provide us with information which we hold and use for the purposes set out in the next section. This will be names, addresses and email addresses from our customers.
- Customers choose whether to opt in to receiving our newsletters. All customers choose to do this by completing their email address and name and clicking send. Customers can opt out of this service at any time by clicking unsubscribe.
- When customers book a private event with us, we ask for their name, email and phone number so that we can contact them to discuss their event. This is stored on their booking form in our parties folder. The booking form gets deleted after the event.
- We store photos to use for advertising purposes in one folder on a password protected computer and on google photos which is password protected. We get permission from all customers before taking any photos.

## Use of data

Our main aim in gathering personal data is to provide customers with a customised service. For example, if a customer fills in their details in our contact section we use the data in order to contact them and respond to any questions and needs that they may have.

We may also use aggregate information and statistics for the purposes of monitoring website usage in order to help us develop the website and our services and may provide such aggregate information to third parties. These statistics will not include any data that can be used to identify any individual.

If, at some time in the future, we wish to use personal data in ways other than those set out in this privacy policy, then we will seek permission to do so.

## Disclosure of personal data

Pop Up Play Village Limited will not sell, share or disclose personal data to any third party for marketing purposes.

Pop Up Play Village Limited may use other companies and individuals to provide services to us, such as delivering orders or processing credit card payments. These companies and individuals have access to the personal data needed to perform their functions and not for any other purposes. They must process such data in accordance with this privacy notice and the Data Protection Act 1998.

Pop Up Play Village Limited may disclose personal data to any third party if we believe in good faith that such disclosure is necessary to:

- Comply with the law or legal process
- Prevent fraud
- Protect the rights and property of Pop Up Play Village Limited
- To enforce our conditions of use
- Protect against misuse or unauthorised use of this website

If, in the future, a third party acquires Pop Up Play Village Limited or substantially all of its assets (whether by merger, acquisition, reorganisation or

otherwise) customer data, including personal information, may well be one of the transferred assets.

### Cookies

A cookie is an alphanumeric identifier which is transferred to a customer's hard drive through their web browser when they visit our website. It enables our own system to recognise when a customer visits our website and therefore to improve our service to them.

Cookies may also be used to compile aggregate information about the areas of our website which are visited most frequently. This aggregate information can be used to enhance the content of our website and make use of it easier. If customers wish to reject our cookie, they may configure their browser to do so.

### Protection of your information and security measures

The internet is not a secure medium and Pop Up Play Village cannot absolutely guarantee the security of information provided over the internet. However, we have put in place various security measures.

Pop Up Play Village Limited website and associated databases are protected by appropriate processes such as firewalls, latest security updates and anti-virus measures. Password protection is provided for all user and Pop Up Play Village Limited data. All outgoing and incoming email is scanned for viruses.

We keep information confidential. Our internal data protection procedures cover the storage, access and disclosure of your information.

### Franchisees use of data

- Franchisees are allowed to use Pop Up Play Village Limited website following the rules set out in the franchise agreement and franchise manual.
- Franchisees must follow this policy to ensure that customers data is kept protected and confidential.