

PRIVACY POLICY

This privacy notice provides you with details of how we collect and process your personal data.

Here at Animal Magic we are committed to protecting your privacy. We will only use the information that we collect about you lawfully (in accordance with the Data Protection Act 1998). By using this website you therefore consent to the collection and use of your personal information by Animal Magic as detailed in this privacy policy. We accept and acknowledge that all personal data that is received from you with effect from 15th July 2018 will be controlled and processed in accordance with the General Data Protection Regulations – GDPR which will come into force to replace the Data Protection Act 1998.

Animal Magic Parties is the data controller and we are responsible for your personal data. Our email address is animalmagicparties@gmail.com and our postal address is:

Stockmeadows Farm, Meerbrook, Leek, ST13 8ST.

How do we use your information?

By using the Service, you represent that you are at least 18 years of age. When you make an enquiry or place an order, we may ask you for certain information and you may submit personal data on this website or via telephone such as:

- Your name
- Your address
- Your email address
- Telephone number
- Names and ages of birthday children
- Booking details
- Bank card details

This information is needed in order for us to provide our service. These details have to be kept by us for our accounts and records for a period of six years as required by HMRC. By making any payment and submitting your data you agree to this use. **Please note we do not share your information with any third parties.** All payment data is submitted at our payment gateways and no data is stored within the site.

We use this information to provide our service. We also use it to get in touch with you regarding any queries. This information enables us to respond quickly to enquiries, provide a better service and contact you in case of emergency concerning an order.

We do not handle or store card/ bank details as they are processed in real time by your bank. Your card information gets entered directly into your bank's secure system.

We collect and aggregate statistical and technical information to market our services better using third party software and services to collect and manage the statistical information like Google Analytics etc. so this data will be available to them as well. We do not share statistical information with any other companies. Technical Data including data about your use of our website and online services such as your IP address, your login data, details about your browser, length of visit to pages on our website, page views and navigation paths, details about the number of times you use our website, time zone settings and other technology on the devices you use to access our website

will be taken every time you visit. The source of this data is from our analytics tracking system. We process this data to analyse your use of our website and other online services, to administer and protect our business and website, to deliver relevant website content and advertisements to you and to understand the effectiveness of our advertising. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business and to grow our business and to decide our marketing strategy. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

We also collect communication Data that includes any communication that you send to us whether that be through the contact form on our website, through email, text, social media messaging, social media posting or any other communication that you send us. We process this data for the purposes of communicating with you, for record keeping and for the establishment, pursuance or defence of legal claims. Our lawful ground for this processing is our legitimate interests which in this case are to reply to communications sent to us, to keep records and to establish, pursue or defend legal claims.

Children's Privacy

At Animal Magic we are committed to protecting the privacy needs of children, we do not intentionally collect information from minors, and we do not target our web site to children.

In the few instances where we collect personal information about children, it is always from the parent and we will only ever collect such information for the purposes specified when we collect it. We may collect names and ages for stencil personalisation, or for booking forms in order to meet the terms of our insurance.

We also use cookies to track how visitors use our site. If you prefer us not to use cookies to track your use of our site you can alter your browser settings to prevent this from happening. To find out more about cookies including how to manage and delete them visit: www.allaboutcookies.org. Paypal also uses cookies in order to recognise you as a customer.

We will give you the chance to refuse any marketing email / communication from us (such as discounts and special offers) in accordance with the Data Protection Act and will not share your details with any third parties for marketing purposes. You will only receive marketing communications from us if you have signed up to our Facebook page. We will use Facebook to send you news and offers related to Animal Magic. If you would prefer not to receive marketing promotions, please remove yourself from our Facebook site.

Where you opt out of receiving our marketing communications, this will not apply to personal data provided to us as a result of a service purchase/service experience or other transactions.

We DO NOT collect sensitive information from you. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. We do not collect any information about criminal convictions and offences.

The information we hold will be accurate and up to date (please inform us of any changes). You can check the information that we hold about you by emailing us. If you find any inaccuracies we will delete or correct it promptly.

Data Security

The personal information which we hold will be held securely in accordance with our data security policy and the law. We have implemented procedures to prevent accidental loss and unauthorised access. We have a firewall and other internet security to prevent unauthorised access.

We limit access to your personal data to employees who need to know such data in order to perform our services. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Unfortunately, the transmission of information 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 information transmitted to our site/email; any transmission is at your own risk.

If any of this information changes, please ensure that you let us know in order for us to provide you with the best possible service. We will endeavour to take all reasonable care, in so far as it is possible to do so, to keep all details of your booking and payment secure, but, in the absence of negligence on our part we cannot be held liable for any loss you may suffer if a third party procures unauthorised access to any data you provide when accessing or ordering.

Our website may contain links to other sites. We are not responsible for the privacy practices or the content of such Web sites.

Your Legal Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These include the right to:

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.
- Object to processing of your personal data.
- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Right to withdraw consent.

You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you please write to us. You do not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we will charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with

your request in these circumstances. We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

If you believe that any information we are holding on you is incorrect or incomplete, please email us at animalmagicparties@gmail.com. We will promptly correct any information found to be incorrect once your identity has been verified.

Links to Other Websites

We may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us. Therefore, this Privacy Policy does not apply to your use of a third-party website accessed by selecting a link via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. Our site has no control over such third party's web sites and we are not responsible or liable to anyone for such web sites, or their content, products or services. We encourage our users to read the privacy statements of other websites before proceeding to use them.

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We should be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you.

We reserve the right to amend this Privacy Policy from time to time. When we do amend this Policy, the revised Policy will be posted here so please visit this Web page for regular updates. The effective date of this version of the Privacy Policy is: July 15th 2018.

If you have any questions about this privacy policy please email animalmagicparties@gmail.com. Our postal address is: Stockmeadows Farm, Meerbrook, Leek, ST13 8ST.