



## Privacy Policy

### Website privacy notice

Zoomania is committed to protecting and respecting your privacy. We appreciate your trust in us to do that carefully and sensibly. This Privacy Policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. It governs your use of services, content, features, technologies or functions offered by Zoomania.co.uk and all related sites, applications, and services. Please read the following carefully to understand how we will use your data. When you visit the website, purchase tickets, sign up for annual or monthly pass membership, or use the services on our website you accept and consent to this Privacy Policy. By accepting and consenting to this Privacy Policy, you expressly consent to our use of your personal information in the way we describe in this Privacy Policy.

### INTRODUCTION

This privacy notice provides you with details of how we collect and process your personal data through your use of our site Zoomania.co.uk, and or within the centre at reception when registering, including any information you may provide through our site when you use a service, send us communications via feedback or contact forms, sign up to our newsletter or take part in a prize draw or competition.

By providing us with your data, you warrant to us that you are over 18 years of age. Zoomania, the trading name of Planet Playcentres Limited, is the data controller and we are responsible for your personal data (referred to as “we”, “us” or “our” in this privacy notice).

We have appointed a Data Protection Officer who is in charge of privacy related matters for us. If you have any questions about this privacy notice, please contact the Data Protection Officer using the details set out below.

### Contact Details

Our full details are:

Full name of legal entity: Planet Playcentres Limited

Registered No: 07247263

Name of Data Protection Officer : Robert Scott

Email address: rob@zoomania.co.uk

Postal address: Zoomania, 3 Kempson Close, Gatehouse Way Industrial Estate, Aylesbury, HP19 8UQ.

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](http://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.

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us at [management@zoomania.co.uk](mailto:management@zoomania.co.uk).

## **WHAT DATA DO WE COLLECT ABOUT YOU**

Personal data means any information capable of identifying an individual. It does not include anonymised data.

We may process certain types of personal data about you as follows:

Identity Data may include your first name, last name, username, title, date of birth, month of birth, gender and a photo of any current named Annual Pass Holder and associated adults. We may hold CCTV footage of you if you visit us.

Contact Data may include your billing address, delivery address, email address and telephone numbers.

### **Financial Data**

We do NOT store any of your financial data, such as: bank account and payment card details. Transaction Data may include details about payments between us and other details of purchases made by you.

Technical Data may include your login data, internet protocol addresses, browser type and version, browser plug-in types and versions, time zone setting and location, operating system and platform and other technology on the devices you use to access this site. Profile Data may include your username and password, purchases or orders, preferences, feedback and survey responses.

Usage Data may include information about how you use our website, products and services.

Marketing and Communications Data may include your preferences in receiving marketing communications from us.

### **Sensitive Data**

We do not collect any Sensitive Data about 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.

Where we are required to collect personal data by law, or under the terms of the contract between us and you do not provide us with that data when requested, we may not be able to perform the contract (for example, to deliver goods or services to you). If you don't provide us with the requested data, we may have to cancel a product or service you have ordered but if we do, we will notify you at the time.

## **HOW WE COLLECT YOUR PERSONAL DATA**

We collect data about you through a variety of different methods including:

Direct interactions: You may provide data by filling in forms on our site or in our app (or otherwise) or by communicating with us by social media, post, phone, email or otherwise, including when you:

- order our products or services or contact us online via social platforms
- create an account on our site;
- subscribe to our service or publications;
- request resources or marketing be sent to you;
- enter a competition, prize draw, promotion or survey; or
- give us feedback.

## **HOW WE USE YOUR PERSONAL DATA**

We will only use your personal data when legally permitted. The most common uses of your personal data are:

Where we need to perform the contract between us.

Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

Where we need to comply with a legal or regulatory obligation.

Generally, we do not rely on consent as a legal ground for processing your personal data, other than in relation to sending marketing communications to you via email, post or text message. You have the right to withdraw consent to marketing at any time by emailing us at [rob@zoomania.co.uk](mailto:rob@zoomania.co.uk) or by unsubscribing using the link in our emails.

## **Cookies**

A cookie is a small file which is placed on a computer's hard drive, or in the browser memory, to make a website work, or work more efficiently for returning visitors.

The cookies used on this website do not store any personal or confidential information about you and are used to provide functionality or for analysis only.

This website uses Google Analytics to record visitor trends. Google Analytics uses a cookie to track which pages are accessed. The cookie contains no personally-identifiable information, but it does use your computer's IP address to determine where in the world you are accessing the site from, and to track your page visits within the site.

## **Marketing communications**

You will receive marketing communications from us if you have:

- (i) requested information from us or purchased goods or services from us; or
- (ii) if you provided us with your details when you entered a competition or registered for a promotion or free resources; and
- (iii) in each case, you have not opted out of receiving that marketing.

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by emailing us at [management@zoomania.co.uk](mailto:management@zoomania.co.uk) at any time

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

## **DATA SECURITY**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know such data. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

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.

## **DATA RETENTION**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

By law we have to keep basic information about our customers (including Contact, Identity and Transaction Data) for six years after they cease being customers for tax purposes. In some circumstances you can ask us to delete your data: see below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

## **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 – at the moment, this is to be carried out at Zoomania reception. In due course it will be accessed by you at your own convenience.

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 can see more about these rights at: [ICO Individual Rights](#)

If you wish to exercise any of the rights set out above, please email us at [management@zoomania.co.uk](mailto:management@zoomania.co.uk)

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may 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 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.

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 and keep you updated.