



## Privacy Policy

This policy has been drawn up on the basis of legislation, policy and guidance that seeks to protect privacy and data. A summary of the key legislation is available from

### Policy Statement

We are committed to ensuring that your privacy and personal information is protected, any information you provide while using our website or in communications will only be used in accordance with this privacy policy.

This policy is in place to:

- govern how we use and protect your personal information that you supply when you use our website and making a booking or enquiry

The information we collect during a booking or enquiry may be as follows:

- name
- address and postcode
- email address
- telephone number
- other relevant information in response to your requests and processing your bookings or questions/surveys

This information is used to understand your needs and requirements to provide you with the best possible service and experience with specific reasons:

- Booking and accounts record keeping.
- To improve our products and services.
- We may from time to time send promotional emails about special offers or other information which we think you will find of interest. You will of course always have the option to opt out on further correspondence on every email.
- Research, we may also use your information to contact you for feedback about your experience or expectations to improve our service. We may contact you by email, phone or mail.

We will also monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.

### Social Media

We use the following social media platforms: Facebook, Instagram and TikTok.

During enquiry interactions if you send us a private or direct message via social media the message will be stored by these platforms. You can view their privacy policies at

<https://www.facebook.com/privacy/policy/>

<https://privacycenter.instagram.com/policy>

<https://www.tiktok.com/legal/page/eea/privacy-policy/en>



### **Keeping control of your personal information - third party organisations**

We will never pass on your personal information to third parties unless we have your permission or are required by law to do so.

We do use a third party data collection and processors in connection with our bookings. Our accountants, booking agents, our email hosting service and cloud storage operators also have various data information stored for the operation of our business. This means your personal information will be held on record with them.

Our booking agent is BookingHound (part of Beyonk) and their privacy policy can be found here:  
<https://bookinghound.com/privacy-policy/>  
<https://beyonk.com/privacy-policy/>

However for security reasons to reduce the risk of possible malicious attacks and business integrity we will not divulge any other information without a written request, and for security we may request further verification from anyone making that request.

### **How long do we keep your information?**

If you book an experience with us:

We need to satisfy various lawful requirements including HMRC and other regulations. In general we will retain this information for 7 financial years or occasional longer if it relates to requirements set out in law or by our insurers. Some information that is not relevant or required by law maybe deleted periodically.

If you make a general enquiry:

The information is usually only kept for 24 months or shorter.

### **Website Cookies and how we use them**

A cookie is a small file which asks permission to be placed on your internet browsing device. You can choose to accept or decline cookies. Once you agree, the file is added and the cookie helps analyse how you use our website. We use traffic log cookies to identify which pages are being used, how our website visitors navigate our website and helps us identify where our enquires and traffic comes from only.

Cookies do not give us access to your electronic device or any other information about you.

Our website sometimes has links to other websites which we think maybe of interest to you and our other website visitors. However we cannot be held responsible for the content of those sites or information you may provide whilst visiting these sites.

### **All about you and your rights**

Under the General Data Protection Act 2018 you may request details of personal information which we hold about you. If you would like a copy of the information we have, please write to the



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email below. Please be aware we may ask you to complete a request form to ensure you are who you say you are and understand exactly what information you need.

If you wish to change your mind having previously given permission to use your details for direct marketing purposes then simply let us know via [lowerbushalpacas@hotmail.com](mailto:lowerbushalpacas@hotmail.com)