

## **Hidden Wonderland Festival Privacy Policy**

We value your privacy and want to be clear about the data we collect, how we use it and your rights to control that information, which is why we've made some updates to our Privacy Statement. We have made these updates to reflect the high standards established by the General Data Protection Regulation (GDPR), a set of laws passed in the European Union. We respect your personal data. We have never and will never sell it to third parties. We have also strived to simplify language and remove jargon, to make our privacy statement easier to read and understand.

### **What is the GDPR?**

The GDPR is a regulation intended to strengthen and unify data protection for everyone within the European Union (EU). The GDPR requires greater openness and transparency from companies on how they collect, store and use personal data, while also imposing tighter limits on the use of personal data.

### **What is the purpose of this Privacy Statement?**

This privacy statement explains how Hidden Wonderland Festival looks after your personal data in connection with our services and products and in accordance with applicable legislation intended to protect your personal data, including the General Data Protection Regulation. We also explain what your rights are. By providing your personal data you acknowledge that we will only use it in accordance with this Privacy Statement. Where we refer to "Hidden Wonderland Festival" or "we", we mean Hidden Wonderland Festival providing premium entertainment to our customers and/or other businesses. This statement applies where Hidden Wonderland Festival act as the Data Controller, which is where we are responsible for deciding how we hold and use your personal data. It is important that you read this statement together with any other privacy notice we may provide on specific occasions, so you are aware of how and why we are using your personal data. February 2019 – Version 3

### **What Personal Data does Hidden Wonderland Festival collect about you?**

Personal data means any information about an individual from which that person can be identified. In order for Hidden Wonderland Festival to provide our products, services and events, depending on which you select, we may collect the following types of Personal Data:

- Name
- Phone number(s)
- email address(es)
- Data provided by cookies and other similar technologies

### **Why does Hidden Wonderland Festival need your information?**

Hidden Wonderland Festival uses data to provide you with the best experience from the products, services and events that we offer, which includes using data to improve and personalise your experiences. We also use your Personal Data to communicate with you, for example, informing you about your new products or services available and other types of updates.

### **How will we collect your Personal Data?**

We may collect Personal Data from you in a number of ways, depending on the product, service or event, including:

- Information you give us: You may choose to provide us with your Personal Data by one of the following methods:
  - Submitting a form through the website;
  - Corresponding with us by phone, email, letter or other means;
  - In discussion with one of our representatives;
  - By participating in feedback or surveys or by providing your contact details offline
- Information we collect about you: We may also automatically collect technical information such as IP address if you use our website.
- Information we received from other sources: We may also receive information from public sources, such as Companies House;

Please note; calls may be recorded in order to monitor the quality of our service and for training purposes.

February 2019 – Version 3

### **How do we ensure the security of your personal data?**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way. In addition, we limit access to your personal data to employees of Hidden Wonderland Festival who have a business need to access or use your information.

### **Does Hidden Wonderland Festival sell or share your personal data with third parties?**

Hidden Wonderland Festival does not, by default, sell or share your Personal Data with third parties. Where there are exceptions to this, you will be clearly notified and we will request your explicit consent to do so. We may process and share your Personal Data that we hold about you without your knowledge or consent where this is required or permitted by law.

## **Transferring information outside of the European economic area (EEA)?**

Hidden Wonderland Festival does not typically transfer your Personal Data outside of the EEA. However, on a limited basis, we may transfer your Personal Data we collect, in connection with a contracted service to the United States of America and Canada. We take your security of your Personal Data very seriously and always ensure that the appropriate safeguards are in place to protect your Personal Data and fundamental freedoms.

## **Your rights in connection with your Personal Data**

You can ask us to do certain things with your Personal Data such as provide a copy of it, correct it or even delete it. There may be occasions where we cannot comply with a request and we will tell you if this is the case and give our reasons. This will usually be for legal or regulatory reasons.

Under certain circumstances you have the right to:

Request access to your Personal Data; This is also known as a Subject Access Request. This enables you to confirm whether we hold and process your Personal Data and receive a copy of the Personal Data we are processing and certain information about how we use your Personal Data.

February 2019 – Version 3

Request correction of the Personal Data we hold about you; This enables you to have any incomplete or inaccurate information we hold about you updated. Request the removal of your Personal Data; This is also known as the Right To Erasure. You can ask us to delete or remove your Personal Data where the processing is no longer necessary, or where you have withdrawn consent, or the processing is unlawful. However in some cases, if we have another legal basis or legitimate interest for processing your Personal Data, we may not be able to comply. Object to the processing of your Personal Data; You have the right to object to us processing your Personal Data where we are doing so:

- Based on our legitimate interest
- For direct marketing purposes

Please note that by exercising this right, it is possible that Hidden Wonderland Festival will no longer be able to continue to provide its products or services, or administer its contact with you. Request the transfer of your Personal Data to another party; In certain circumstances, you may ask us to transfer your Personal Data to a third party. It is important that the Personal Data that we hold about you is accurate and current. Please keep us informed if your Personal Data changes.

## **How long do we keep your Personal Data?**

Hidden Wonderland Festival will retain your Personal Data for as long as necessary to provide products, services, events and other updates to fulfil transactions you have requested, or for other essential purposes such as complying with our legal obligations, and resolving disputes and enforcing our agreements. Because these needs can vary for different data types in the context of different products or services, actual retention periods can vary significantly.

### **Changes to this Privacy Statement**

We reserve the right to update this Privacy Statement at any time. We may notify you in other ways from time to time about the processing of your Personal Data. You should check our website at [www.hpee.co.uk](http://www.hpee.co.uk) periodically to view the most up to date Privacy Statement.