

# Privacy and Cookies Policy

## 1. Introduction

- 1.1 We are committed to safeguarding the privacy of customers and visitors to our website.
- 1.2 This policy applies where we are acting as a data controller with respect to the personal data of our customers and website visitors; in other words, where we determine the purposes and means of the processing of that personal data.
- 1.3 The personal data may include personal information relating to:
  - (a) you;
  - (b) children you are making a booking for; and
  - (c) other parents/guardians of such children.
- 1.4 We use cookies on our website. Insofar as those cookies are not strictly necessary for the provision of our website and services, we will ask you to consent to our use of cookies when you first visit our website.
- 1.5 In this policy, "we", "us" and "our" refer to Shed Loads of Fun Ltd trading as ArtShed. For more information about us, see Section 17.
- 1.6 In this policy, "you" and "your" refer to customers and/or visitors to our website.
- 1.7 In this policy, "our website" refers to [www.shedloadsoffun.com](http://www.shedloadsoffun.com) and "services" refer to the products and activities we offer as part of our business.

## 2. How we use your personal data

- 2.1 In this Section 2 we have set out:
  - (a) the general categories of personal data that we may process;
  - (b) the purposes for which we may process personal data; and
  - (c) the legal bases of the processing.
- 2.2 **Usage Data:** We may process data about your use of our website and services. The usage data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use.

The source of the usage data is Google Analytics. This usage data may be processed for the purposes of analysing the use of the website and services. The legal basis for this processing is our legitimate interests, namely monitoring and improving our website and services.
- 2.3 **Booking Data:** We may process data about your booking with us. This may include your name and email address/es, profile picture, telephone number/s, your child/ren's names, age, school name, school year group and school form name. We may also process more sensitive data specifically relating to the children on your booking such as medical conditions, allergies and additional needs in order to ensure we can provide the appropriate care for your child.

The source of the booking data is you or the person making the booking. The account data may be processed for the purposes of managing your booking with us, providing our services and communicating with you. The legal basis for this processing is our legitimate interests, namely the proper administration of our business.
- 2.4 **Transaction Data:** We may process information relating to transactions, including purchases of goods and services, that you enter into with us and/or through our website. The transaction data may include your contact details, your card details and the transaction details. The transaction data

may be processed for the purpose of supplying the purchased goods and services and keeping proper records of those transactions. The legal basis for this processing is the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract and our legitimate interests, namely the proper administration of our website and business.

- 2.5 **Notification Data:** We may process information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters. The notification data may be processed for the purposes of sending you the relevant notifications and/or newsletters. The legal basis for this processing is consent that you give us at the time of subscribing.
- 2.6 **Correspondence Data:** We may process information contained in or relating to any communication that you send to us. The correspondence data may include the communication content and metadata associated with the communication. Our website will generate the metadata associated with communications made using the website contact forms. The correspondence data may be processed for the purposes of communicating with you and record-keeping. The legal basis for this processing is our legitimate interests, namely the proper administration of our website and business and communications with users.
- 2.7 **Publication Data:** We may process information for publication on our website or through our services. The data may include reviews that you have submitted, photos or videos that you or we have taken. The publication data may be processed for the purposes of enabling such publication and administering our website and services. The legal basis for this processing is consent which we will always ask for first before publishing any personal data on our website or through our services. We will also never link names of children with their photo.
- 2.8 **Customer Relationship Data:** We may process information relating to our customer relationships, including customer contact information. For example when you enter a competition, complete a survey, submit a review, follow us through social media or when you actively sign up to email or phone text messages from us for marketing purposes. The customer relationship data may include your name, your contact details, profile picture, and information contained in communications between you and us.

The source of the customer relationship data is you. The customer relationship data may be processed for the purposes of managing our relationships with customers, communicating with customers, keeping records of those communications and promoting our products and services to customers. The legal basis for this processing is our legitimate interests, namely the proper management of our customer relationships.

- 2.9 We may process any of your personal data identified in this policy where necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. The legal basis for this processing is our legitimate interests, namely the protection and assertion of our legal rights, your legal rights and the legal rights of others.
- 2.10 We may process any of your personal data identified in this policy where necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, or obtaining professional advice. The legal basis for this processing is our legitimate interests, namely the proper protection of our business against risks.
- 2.11 In addition to the specific purposes for which we may process your personal data set out in this Section 2, we may also process any of your personal data where such processing is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.
- 2.12 Please do not supply any other person's personal data to us, unless we prompt you to do so.

### 3. Automated decision-making

- 3.1 We do not use automated decision-making processes.

### 4. Providing your personal data to others

- 4.1 We will not pass on your personal information to other users of the site and we will only ever pass on your personal details to a third party if it is absolutely necessary to fulfil a particular service on your behalf.
- 4.2 We may disclose your personal data to any member of our company (this means Shed Loads of Fun Ltd) insofar as reasonably necessary for the purposes, and on the legal bases, set out in this policy. Information about our company can be found in Section 17 below.
- 4.3 We may disclose your personal data to our insurers and/or professional advisers insofar as reasonably necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, obtaining professional advice, or the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.
- 4.4 We may disclose your personal data to our staff insofar as reasonably necessary for the delivery of our services and the administration of our business.
- 4.5 Financial transactions relating to our website and services are handled by our payment services providers, Stripe. We will share transaction data with our payment services provider only to the extent necessary for the purposes of processing your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds. You can find information about the payment services provider's privacy policies and practices at [www.stripe.com](http://www.stripe.com)
- 4.6 We may disclose your personal data to a number of secure third parties whose services we use in order to run our business: to take bookings (Bookeo), to take payments (Stripe), to send emails (GoDaddy), manage our finances (Xero), send email marketing campaigns (MailChimp) or conduct surveys (SurveyMonkey). Each of these third parties has their own privacy policy that can be found and referred to on their websites.
- 4.7 We will not sell, trade or rent your personal data to any third parties.
- 4.8 In addition to the specific disclosures of personal data set out in this Section 4, we may disclose your personal data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person. We may also disclose your personal data where such disclosure is necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

## **5. International transfers of your personal data**

- 5.1 In this Section 5, we provide information about the circumstances in which your personal data may be transferred to countries outside the European Economic Area (EEA).
- 5.2 The hosting facilities (Weebly.com) for our website are situated in the United States. The European Commission has made an "adequacy decision" with respect to the data protection laws of this country. Transfers to the U.S. will be protected by appropriate safeguards, namely the use of standard data protection clauses adopted or approved by the European Commission via the EU – U.S. Privacy Shield Framework. The U.S. Department of Commerce's Privacy Shield List can be accessed at [www.privacyshield.gov/list](http://www.privacyshield.gov/list)
- 5.3 We also use the services of a number of secure third parties based in the United States in order to run our business. Each of these third parties has their own privacy policy that can be found and referred to on their websites. The European Commission has made an "adequacy decision" with respect to the data protection laws of the United States. For your protection, each of these third party services have complied with the April 2018 GDPR regulations either via the EU-U.S. Privacy Shield Framework or by the adoption of signed standard data protection clauses approved by the European Commission. For specific details of these third parties please email [admin@shedloadsoffun.com](mailto:admin@shedloadsoffun.com)

5.4 You acknowledge that personal data that you submit for publication through our website or services may be available, via the Internet, around the world. We cannot prevent the use (or misuse) of such personal data by others.

## **6. Retaining and deleting personal data**

6.1 This Section 6 sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.

6.2 Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

6.3 We will retain your personal data as follows:

(a) Personal data will be retained for a minimum period of 5 years following the date of the latest update of that data, and for a maximum period of 10 years following the date of the latest update of that data.

6.4 In some cases it is not possible for us to specify in advance the periods for which your personal data will be retained. In such cases, we will determine the period of retention based on the following criteria:

(a) the period of retention of personal data will be determined based on continuing usefulness in relation to the usages set out in this policy.

6.5 Notwithstanding the other provisions of this Section 6, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

## **7. Security of personal data**

7.1 We will take appropriate technical and organisational precautions to secure your personal data and to prevent the loss, misuse or alteration of your personal data.

7.2 We will store all your personal data on secure servers, personal computers and mobile devices, and in secure manual record-keeping systems.

7.3 We will store the following personal data in encrypted form: password(s) and cardholder data. Our database back-ups are also password protected and stored in encrypted form.

7.4 Data relating to your enquiries and financial transactions, that is, sent from your web browser to our web server, or from our web server to your web browser, will be protected using encryption technology.

7.5 You acknowledge that the transmission of unencrypted (or inadequately encrypted) data over the Internet is inherently insecure, and we cannot guarantee the security of data sent over the Internet.

7.6 You should ensure that your booking password is not susceptible to being guessed, whether by a person or a computer program. You are responsible for keeping the password you use for accessing our booking website confidential and we will not ask you for your password (except when you log in).

## **8. Amendments**

8.1 We may update this policy from time to time by publishing a new version on our website.

8.2 You should check this page occasionally to ensure you are happy with any changes to this policy.

8.3 We may notify you of significant changes to this policy by email.

## **9. Your rights**

9.1 In this Section 9, we have summarised the rights that you have under data protection law. Some of the rights are complex, and not all of the details have been included in our summaries. Accordingly, you should read the relevant laws and guidance from the regulatory authorities for a full explanation of these rights.

9.2 Your principal rights under data protection law are:

- (a) the right to access;
- (b) the right to rectification;
- (c) the right to erasure;
- (d) the right to restrict processing;
- (e) the right to object to processing;
- (f) the right to data portability;
- (g) the right to complain to a supervisory authority; and
- (h) the right to withdraw consent.

9.3 You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. Providing the rights and freedoms of others are not affected, we will supply to you a copy of your personal data. The first copy will be provided free of charge, but additional copies may be subject to a fee of £10 + Vat.

9.4 You have the right to have any inaccurate personal data about you rectified and, taking into account the purposes of the processing, to have any incomplete personal data about you completed.

9.5 In some circumstances you have the right to the erasure of your personal data without undue delay. Those circumstances include: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; you withdraw consent to consent-based processing; you object to the processing under certain rules of applicable data protection law; the processing is for direct marketing purposes; and the personal data have been unlawfully processed.

However, there are exclusions of the right to erasure. The general exclusions include where processing is necessary: for exercising the right of freedom of expression and information; for compliance with a legal obligation; or for the establishment, exercise or defence of legal claims.

9.6 In some circumstances you have the right to restrict the processing of your personal data. Those circumstances are: you contest the accuracy of the personal data; processing is unlawful but you oppose erasure; we no longer need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defence of legal claims; and you have objected to processing, pending the verification of that objection. Where processing has been restricted on this basis, we may continue to store your personal data.

However, we will only otherwise process it: with your consent; for the establishment, exercise or defence of legal claims; for the protection of the rights of another natural or legal person; or for reasons of important public interest.

9.7 You have the right to object to our processing of your personal data on grounds relating to your particular situation, but only to the extent that the legal basis for the processing is that the processing is necessary for: the performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or the purposes of the legitimate interests pursued by us or by a third party. If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which

override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims.

9.8 You have the right to object to our processing of your personal data for direct marketing purposes (including profiling for direct marketing purposes). If you make such an objection, we will cease to process your personal data for this purpose.

9.9 You have the right to object to our processing of your personal data for scientific or historical research purposes or statistical purposes on grounds relating to your particular situation, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

9.10 To the extent that the legal basis for our processing of your personal data is:

(a) consent; or

(b) that the processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract,

and such processing is carried out by automated means, you have the right to receive your personal data from us in a structured, commonly used and machine-readable format. However, this right does not apply where it would adversely affect the rights and freedoms of others.

9.11 If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your habitual residence, your place of work or the place of the alleged infringement.

9.12 To the extent that the legal basis for our processing of your personal information is consent, you have the right to withdraw that consent at any time. Withdrawal will not affect the lawfulness of processing before the withdrawal.

9.13 You may exercise any of your rights in relation to your personal data by written notice to us in addition to the other methods specified in this Section 9.

## **10. Third party websites**

10.1 Our website includes hyperlinks to, and details of, third party websites.

10.2 We have no control over, and are not responsible for, the privacy policies and practices of third parties.

## **11. Personal data of children**

11.1 Our website is targeted at persons over the age of 18.

11.2 If we have reason to believe that we have collected personal data from a person under that age, we will delete that personal data.

## **12. Updating information**

12.1 Please let us know if the personal information that we hold about you needs to be corrected or updated.

## **13. About cookies**

13.1 A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

13.2 Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

13.3 Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

#### **14. Cookies that we use**

14.1 We use cookies for the following purposes:

- (a) analysis - we use cookies to help us to analyse the use and performance of our website and services (cookies used for this purpose are those of Google Analytics – for more information click here)

#### **15. Cookies used by our service providers**

15.1 Our service providers use cookies and those cookies may be stored on your computer when you visit their website.

15.2 We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at: [www.google.com/policies/privacy/](http://www.google.com/policies/privacy/)

#### **16. Managing cookies**

16.1 Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

- (a) **Chrome:** <https://support.google.com/chrome/answer/95647?hl=en>
- (b) **Firefox:** <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- (c) **Opera:** <http://www.opera.com/help/tutorials/security/cookies/>
- (d) **Internet Explorer:** <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
- (e) **Safari:** <https://support.apple.com/kb/PH21411>
- (f) **Edge:** <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>

16.2 Blocking all cookies will have a negative impact upon the usability of many websites.

16.3 If you block cookies, you may not be able to use all the features on our website.

#### **17. Our details**

17.1 This website is owned and operated by Shed Loads of Fun Ltd (trading as ArtShed)

17.2 We are registered in England and Wales under registration number 9970821, and our registered office is at 135 London Road, St Albans, Herts. AL1 1TA

17.4 You can contact us:

- (a) by post, to the postal address given above;
- (b) using our website contact form;
- (c) by email: [admin@shedloadsoffun.com](mailto:admin@shedloadsoffun.com)

#### **18. Data protection registration**

- 18.1 We are registered as a data controller with the UK Information Commissioner's Office.
- 18.2 Our data protection registration number is ZA232870.

**19. Data protection officer**

- 19.1 Our Data Protection Officer's (DPO) contact details are:

Rupert Evershed

Email: [admin@shedloadsoffun.com](mailto:admin@shedloadsoffun.com)

**April 2018**