

- In order to improve the services we provide to you and your experience when you come to visit us (by knowing a little bit about you we are able to deliver a better service to you)
- To create a profile about you to ensure our communications to you are relevant and timely, and to provide you with an improved experience when using our services. We will only retain such profiles for as long as it is appropriate to do so and will always delete this data responsibly
- To respond to any queries that you ask us
- Helping us identify and fix defects or errors in our sites, system or services

We will process the personal data that you provide to us in the following ways, in order to comply with our legal obligations:

- To ensure that our sites are kept secure and to prevent crime
- For the purposes of identifying and preventing fraud
- To comply with statutory or regulatory requirements, such as reporting requirements Health and Safety Law

Marketing Communications

We will also process your personal data, where you have given your consent to us doing so, for marketing purposes in the following ways:

- When you have asked to receive our newsletter, The Twiggie Times
- When you have asked to receive other forms of marketing communication about us
- When you have asked to receive information about our upcoming events
- When you have given us permission to take and use photos & videos of you for marketing purposes

Where we are relying on consent to process your personal data, we will only process your personal data for the purpose that you have given us consent for. If you would like to receive these communications but have not opted in please contact us at yoohoonorfolk@bewilderwood.co.uk or yoohoocheshire@bewilderwood.co.uk indicating your preferred channel to receive marketing communications from us.

We may occasionally contact you where you have purchased tickets or a product from us in the past and we want to tell you about a similar event or product. Where we do so we will provide you with an opportunity to "opt-out" of such communications.

5. Who do we share your personal data with?

As a general rule, BeWILDerwood doesn't disclose your personally identifiable information to anyone, except when we have your express permission or where it is required to complete the service we provide. In order to provide you with the services that you have requested from us, the following third parties may also need to process your personal data:

- A third-party product and service providers who we engage on your behalf to provide the products or the services that you have agreed to purchase (such as the purchase of tickets or delivery of goods purchased on our website)
- Any statutory, governmental or regulatory body that requests the personal data and that We are obliged (by law or by regulation) to provide
- Our analytics and search engine providers that assist Us in the improvement and optimisation of Our website. We currently use Google Analytics. [Read their privacy policy online](#)
- From time to time BeWILDerwood may use third parties (like email marketing companies) to distribute information to you but we'll protect the confidentiality and security of that information, and not allow such third parties to use that information other than in connection with the provision of the service we have contracted them to perform.

As our requirements change, we may need to change the third parties that process your personal data to meet those requirements.

Please note, websites that link to BeWILDerwood may collect personally identifiable information about you – this policy does not cover these websites.

We do not sell or rent your personal data to anyone, we will never provide your personal data to another company.

6. How do we protect your personal data?

We will always do our best to keep your personal data secure. Steps we take in order to do this include the use of technical controls (such as encryption and network protection), limiting the number of people working for us who have access to your data and ensuring that they are trained in protecting your personal data.

Where we use external suppliers to process your personal data, we put contracts in place to make sure that they treat it as carefully as we would and use it only in accordance with the instructions that we give to them. Where these suppliers operate outside of the European Economic Area (EEA), We will make sure that the levels of protection provided are at least equal to those required by UK law.

7. Retention of your personal data

We will only retain your personal data for as long as we need to keep it. In considering how long to retain your data we will always take into account factors such as any ongoing obligations we have to you, the nature of our relationship with you, legal requirements (e.g. in relation to HMRC statutory retention periods) and contractual requirements. We will not keep your data indefinitely and will always dispose of it carefully when it is no longer necessary for us to retain it.



BeWILDerwood

8. Your Rights – What are the choices available to you regarding collection, use and distribution of your personal data?

The law gives you rights in relation to your personal data and our use of it. You have the right:

- To ask us not to use your personal data for direct marketing purposes
- To ask to see what personal data we hold about you and to find out about the way that we process the data
- To ask us to correct or update any personal data which is inaccurate
- To ask for personal data to be deleted in some (but not all) circumstances where there is no good reason for us to continue to process it
- To ask us to temporarily stop using your data if you don't believe that we have a right to use it, or to stop us from using your personal data where there is no good reason for us to continue to use it
- Not to be subject to decisions made solely on the basis of 'automated processing' (i.e. the right not to be subject to decisions made solely by algorithms or computers without input from a human) in certain circumstances.

If you would like to exercise any of the rights listed above, or if you have any queries or concerns about the way we use your personal data (or any questions about this privacy policy), you can contact us by email at yohoonorfolk@bewilderwood.co.uk or yohoocheshire@bewilderwood.co.uk

Your right to complain

If you are unhappy with the way we have dealt with your personal data or if you have any further questions about how we process and retain personal data please contact us in the first instance at yohoonorfolk@bewilderwood.co.uk or yohoocheshire@bewilderwood.co.uk

9. Changing this policy

We may make changes to this policy from time to time and we will review it on a yearly basis. If we make any significant changes to this policy that impacts the way in which your personal data is treated, we will post the changes on this page. Where we feel that the changes are really significant, we may contact you directly. Changes will apply from the time we post them (either here on our website or when we contact you).

10. How can you access, update or delete your personal data?

You may change or update any or all of the personal data that we hold about you by contacting us at yohoonorfolk@bewilderwood.co.uk or yohoocheshire@bewilderwood.co.uk

This policy was last reviewed on 8th February 2022.



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