



Privacy Notice

Zoological Society of Wales Association

This privacy notice explains how we, Zoological Society of Wales Association, intend to collect and use information about you.

1. Who we are

Zoological Society of Wales Association is constituted as a members' organisation in support of the National Zoological Society of Wales, trading as Welsh Mountain Zoo. Flagstaff Gardens, Colwyn Bay, Conwy, LL28 5UY.

Our registered charity no. is 507970.

The National Zoological Society of Wales is a private company limited by guarantee and registered in England & Wales, no. 01731129

Our registered charity no. is 514108 and our VAT no. is 625357242

The Zoological Society of Wales Trading Company Limited is a private company limited by shares, registered in England and Wales, company no. 02919513. It is a wholly owned subsidiary of Nation Zoological Society of Wales. It operates a gift shop within the Zoo grounds and donates all its profits to the parent charity by Gift Aid.

Both these companies are collectively referred to as Welsh Mountain Zoo and references to "we" and "us" refer to them both collectively.

National Zoological Society of Wales and Zoological Society of Wales Trading Company Limited may each be data controllers of your personal data. Although they operate independently some of their activities overlap and personal data may be shared internally to support activities.

Zoological Society for Wales Association is located at Welsh Mountain Zoo, Flagstaff Gardens, Colwyn Bay LL28 5UY

Under data protection law we are the 'data controller' of the personal information that we collect about you and as a data controller we have certain legal responsibilities concerning how we collect, use and share your personal information. We must inform you about this.



This Privacy Policy will be reviewed from time to time to take account of any new legislation, changes in technology and operational practices to ensure that it's application is appropriate.

2. What does the Privacy Policy cover?

- Sets out the types of personal data we collect about you;
- How and why we collect and use your personal data;
- How long we keep your personal data;
- Legal basis we have for using your personal data;
- Your rights in relation to your personal data;
- Our contact details in relation to this Privacy Policy.

3. The information we collect

The types of personal information we collect from you include:

- a. **Information you provide to us** - Personal information that you provide to us including your contact details (i.e. your name, email address, phone number and postal address) and your bank details.
- b. **Our correspondence** - If you contact us, we may keep a record of that correspondence.
- c. **Sales & services information** – Details of any transactions you make with us and details of any services we provide to you.
- d. **CCTV** recordings of those visiting our premises. (To see our CCTV Policy click here)
- e. Information that you enter into our website (We use cookies. They are small text files that are placed on your computer by certain websites that you visit. They are used to make our website work more efficiently. (To see our Cookies Policy click here).

4. How we use your personal information

We may use your information in the following ways:

- a. To provide our services effectively to you – examples to administer our services, including handling your requests, communicating with you (including about any offers or promotions).
- b. To market to you – If you have not objected, to provide you with updates and offers about our products and services and products or service of select third-party companies that we think may be of interest to you. (*See paragraph 4, Transfers of personal information, for further information*). We may use your information for marketing our own services to you by post, phone and email and, where required by law, we will ask for your consent at the time we collect your data to conduct any of these types of marketing. We will provide an option to unsubscribe or opt-out by contacting us using the details in the 'Contact us' section of this privacy notice. If at any time you do not want us to contact you for marketing purposes, you can let us know by contacting us using these contact details.



5. Transfers of personal information

We may permit selected third-party companies to use your personal information, for the purposes set out in the section 'How we use your personal information' (*above*). These companies may use this information to contact you. Selected third parties will be subject to obligations to process your personal information in compliance with the same safeguards that we deploy

We confirm that all personal information held by us about you will remain in (and will not be transferred outside of) the United Kingdom.

6. How long will we keep your personal information?

Where you have expressed an interest in our products or services / where we have collected your contact details for us to provide you with information about our services, we will keep your information, or until you ask us to stop sending you such information.

Where you have purchased a product or service from us, we will keep your personal information for so long as we are providing you with a service, to deal with any queries, complaints or legal claims you may have. This includes any information provided to us for the purposes of Gift Aid.

Your information will only be retained for as long as it is necessary for us to use it. However, we have certain legal obligations which require your personal information to be retained for specified periods even where you may no longer be using our services. These include:

- Retaining information for tax and accounting purposes.
- Guidelines for retention of information issued by the relevant data protection authorities.

Details of our Retention Schedule are available upon request.

7. Legal grounds to process

The legal grounds we rely on to process your personal information are that processing is necessary for:

- a. Our legitimate business interests or those of a third party and these interests are overridden by your interests or fundamental rights and freedoms in relation to the protection of your personal information. Our legitimate business interests include enabling us to provide you with products, services and information about our products and services (*marketing*).
- b. Our performance of a contract made with you. This includes our providing you with products and services and our taking steps at your request towards, and in anticipation of, providing you with products and services.
- c. Our compliance with legal or regulatory obligations.

8. Your rights in relation to your personal information

If you have any questions in relation to our use of your personal information, you should first contact us using the contact in the 'Contact us' section of this privacy notice.



Under certain conditions, you may have the right to request us to:

- a. Provide you with further details on the use we make of your personal information.
- b. Provide you with a copy of personal information that we have collected about you.
- c. Update any inaccuracies in the personal information we hold.
- d. Delete any personal information that we no longer have a lawful ground to use.
- e. Object to our use of your personal information if our use of your personal information is causing you undue harm. In such case we must cease using your personal information for that purpose.

9. Contact us

If you have any questions, or you would like to find out more about this privacy notice you can write to us at:

Zoological Society of Wales Association
Welsh Mountain Zoo
Flagstaff Gardens
Colwyn Bay
Conwy
LL28 5UY

You also have the right to complain to the Information Commissioner's Office, you can find out how to report a concern via their website.

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