



Ardingly Activity Centre

Privacy Policy

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FORWARD

Ardingly Activity Centre (“Ardingly Activity Centre”, “we”, “our” or “us”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, share, and safeguard your personal information when you use our website and related services.

By using our website, you agree to the terms of this Privacy Policy.

1. INFORMATION WE COLLECT

We may collect the following types of information:

- **Personal information:** name, email address, postal address, phone number, and any other details you provide when making an enquiry, booking, an activity, or subscribing to our services.
- **Payment details:** where necessary to process your transactions (processed securely by third-party providers; we do not store full payment card details).
- **Technical data:** IP address, browser type, device information, operating system, and usage data collected automatically through cookies and analytics tools.
- **Other information:** preferences, feedback, survey responses, or details provided when contacting us.

2. HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

- To provide and manage bookings, activities, and services you request.
- For internal record-keeping and administrative purposes.
- To improve our website, services, and customer experience.
- To send service-related messages (e.g., booking confirmations, updates).
- To send promotional emails or marketing communications (with your consent where required).
- To contact you for market research purposes.
- To comply with legal and regulatory obligations.

3. LEGAL BASIS FOR PROCESSING

We process your personal data under the following lawful bases:

- **Consent** – when you opt in to marketing or cookie usage.

- **Contract** – where processing is necessary to provide the services you request.
- **Legal obligation** – where we must comply with legal requirements.
- **Legitimate interests** – such as improving our services, preventing fraud, and ensuring security.

4. INFORMATION SHARING AND DISCLOSURE

We will never sell your personal information. We may share your data only in these cases:

- **With trusted third-party service providers** (such as payment processors, IT hosting, email marketing tools, and analytics providers) who process data on our behalf under binding confidentiality agreements.
- **With business partners or resellers**, but only if you have consented to receive such marketing.
- **For legal reasons**, including compliance with court orders, regulatory requirements, law enforcement, or to protect rights, safety, or property.
- **Business transfers** – in the event of a merger, acquisition, or reorganisation, your data may be transferred to the new entity.

5. COOKIES AND TRACKING TECHNOLOGIES

We use cookies and similar technologies to:

- Analyse traffic and usage patterns.
- Improve website functionality and user experience.
- Remember your preferences.

You can control cookies through your browser settings. For more details, see our **Cookie Policy**.

6. DATA RETENTION

We keep personal information only as long as necessary for the purposes described above or to meet legal, accounting, or reporting requirements. When no longer required, your data will be securely deleted or anonymised.

7. DATA SECURITY

We take appropriate technical and organisational measures to protect your data from unauthorised access, loss, misuse, or disclosure. While we strive to use commercially

acceptable means to protect your personal information, no method of transmission over the internet or electronic storage is 100% secure.

8. INTERNATIONAL TRANSFERS

If we transfer personal data outside the UK, we ensure that appropriate safeguards are in place (such as Standard Contractual Clauses or adequacy decisions) to protect your information.

9. YOUR PRIVACY RIGHTS

Depending on where you live, you may have the following rights:

UK & EU Residents (GDPR):

- Right to access your data.
- Right to rectification of inaccurate or incomplete data.
- Right to erasure (“right to be forgotten”).
- Right to restrict processing.
- Right to data portability.
- Right to object to processing, including marketing.
- Right to withdraw consent at any time.

To exercise any of these rights, please contact us using the details below. We may need to verify your identity before fulfilling your request.

10. CHILDREN’S PRIVACY

Our services are not directed at children under 13. We do not knowingly collect data from children. If we learn that we have collected personal information from a child, we will delete it promptly.

11. LINKS TO OTHER WEBSITES

Our website may contain links to external sites. Once you leave our site, we are not responsible for the privacy practices of those websites. Please review their privacy policies separately.

Although this website only looks to include quality, safe and relevant external links, users are advised adopt a policy of caution before clicking any external web links mentioned throughout this website.

The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

12. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. Changes will be posted on this page with a revised “Last Updated” date. We encourage you to review this page periodically.

13. SOCIAL MEDIA

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution regarding their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

Shortened links in/from/to Social Media: This website and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy urls [web addresses] (this is an example: <http://bit.ly/zyVUBo>).

Users are advised to take caution and good judgement before clicking any shortened urls published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine urls are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

14. CONTACT US

If you have any questions about this Privacy Policy or wish to exercise your privacy rights, please contact us at:

Ardingly Activity Centre

Email: sales@ardinglyactivitycentre.co.uk

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