



# WESTON PARK

## **Privacy Notice for Members**

This privacy notice sets out the way we process your personal information.

### **How we collect your information**

We will collect personal information in the following ways to process your membership

1. Directly from you, when you sign up to be a Member at our admissions point, enquire through our website or when you purchase over the phone
2. From someone else who has bought Membership on your behalf (for example when they have purchased membership as a gift and provided us with your contact detail for that purpose)

### **Membership Cards**

You will be issued with a scannable membership card, including your photograph, which needs to be presented and scanned when visiting Weston Park.

We use the barcode on your card to collect information on your visits to the estate. This data includes the number of times you visit, the number of adults and children admitted and whether you used member benefits in our outlets. We collect this information to make our communications to you more relevant.

### **The types of information we collect**

We may collect the following types of personal data about you (and your family members, where relevant)

1. Contact and communication information, including your contact details including e-mail address, telephone numbers, postal address and records of communications that we had with you
2. Certain other information which you volunteer when making use of your membership benefits such as booking or attending events, using discount benefits in our outlets and other membership benefits as and when they are introduced

### **How we use personal information**

Personal information provided to us will be used for the purposes outlined at the time of collection or application in accordance with the preferences you express.

### **Personal data collected and processed by us may be used for the following purposes:**

1. Administration of your membership
2. Fulfilment of orders for goods or services
3. Informing you of special offers, additional benefits, member events and discounts
4. Research and statistical analysis
5. Communication about activities that we think may be of interest to you
6. To tailor our messages to lapsed and current members to ensure that all marketing communications you will receive from us are relevant, where this is necessary for our legitimate interests, and where we send marketing communications by electronic means, where we have your consent.

## **Your marketing preferences**

Weston Park will always act upon your wishes in respect of what type of communications you want to receive and how you want to receive them. There are some communications, however, that we need to send you regardless of your marketing preferences, such as, but not restricted to, the following:

1. Transaction notifications, such as payment receipts
2. Membership related mailings such as renewal notices, regular newsletter or updates and or changes to membership

## **Sharing your information with others**

We do not sell or share your personal information.

## **How long your information is kept**

We hold your information for as long as necessary for each purpose we use it. For most membership data, this means that we retain it for as long as you are a member and for a period of six years after your last interaction with us for accounting, tax reporting and record keeping purposes.

## **Your rights**

You have the right to ask us, in writing, for a copy of all the personal data held about you (this is known as a subject access requests) A copy will be sent to you as soon as possible and this will be no later than one month after your request.

If you would like to access your personal data held by us please apply in writing to our Visitor Welcome Coordinator at:

Weston Park Membership – Subject Access Request, Weston Park Enterprises Ltd, Administrators Office, Weston Park, Nr Shifnal, Shropshire, TF11 8LE

Under the DPA, you also have the following rights:

1. To require us not to send you marketing communications
2. To require that we cease processing your personal data if the process is causing you damage or distress

Once the GDPR takes effect on 25<sup>th</sup> May 2018 you will also have the following additional rights:

1. To require us to correct the personal data we hold about you if it is inaccurate
2. To request that we erase your personal data, subject to legal requirements.