



## OUR PRIVACY POLICY – BUCKMORE PARK KARTING LTD

### Introduction

This is the privacy and cookies policy for Buckmore Park Karting Ltd (including the websites [www.buckmore.co.uk](http://www.buckmore.co.uk) and [www.buckmoreparkkartclub.co.uk](http://www.buckmoreparkkartclub.co.uk) ) and for the service allowing you to book, pay for and attend events operated and promoted by Buckmore Park Karting Ltd. This policy also covers how we use information supplied by you for these activities. For the purposes of the Data Protection Act 1998, we are the data controller.

We are committed to protecting your privacy online. We appreciate that you do not want the personal information you provide to us distributed indiscriminately and here we explain how we collect information, what we do with it and what controls you have.

By using the systems provided by Buckmore Park Karting Ltd, you consent to the collection and use of information in accordance with this privacy policy.

We reserve the right to change this privacy policy from time to time by changing it on the [buckmore.co.uk](http://www.buckmore.co.uk) website and our on site systems. This privacy policy was last updated on 23rd May 2018.

### Information we may collect from you

We may collect and process the following information about you:

- information (such as your name, geographical location, IP address, email address, postal address and telephone number) that you provide if you use the Buckmore Park Karting Ltd systems, including if you are remembered as a user of Buckmore Park Karting Ltd systems, subscribe to any service, upload or submit any material via Buckmore Park Karting Ltd's systems, request any information, or enter into any competition or promotion we may sponsor;
- details of any transactions made by you through the Buckmore Park Karting Ltd's systems
- communications you send to us, for example to report a problem or to submit queries, concerns or comments regarding Buckmore Park Karting Ltd, our systems or content; and
- information from surveys that we may, from time to time, run for research purposes, if you choose to respond to, or participate in, them.

You are under no obligation to provide any such information. However, if you should choose to withhold requested information, we may not be able to provide you with certain services, or to allow you to take part in certain activities.

When you visit Buckmore Park Karting Ltd to take part in an event or use any of our websites, we may automatically collect additional information about you, such as the type of internet browser you use, any website from which you have come to our websites and your IP address (the unique address which identifies your computer on the internet) which is automatically recognised by our web server. You cannot be identified from this information and it is only used to assist us in providing an effective service on all of Buckmore Park Karting Ltd's systems and to collect broad demographic information for aggregate use.

### Cookies

When you interact with our websites, we try to make that experience simple and meaningful. When you use Buckmore Park Karting Ltd's systems, our web server sends a cookie to your computer. Cookies are small pieces of information which are issued to your computer when you visit a website and which store and sometimes track information about your use of the Buckmore Park Karting Ltd's systems. A number of cookies we use last only for the duration of your web session and expire when you close your browser. Other



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cookies are used to remember you when you return to Buckmore Park Karting Ltd's systems and will last for longer.

We use cookies to:

- remember that you have visited us before; this means we can identify the number of unique visitors we receive. This allows us to make sure we have enough capacity for the number of users that we get;
- customise elements of the promotional layout and/or content of the pages of the Buckmore Park Karting Ltd systems;
- collect anonymous statistical information about how you use the Buckmore Park Karting Ltd systems (including how long you spend on the Buckmore Park Karting Ltd systems) and where you have come to the Buckmore Park Karting Ltd systems from, so that we can improve the Buckmore Park Karting Ltd systems and learn which parts of the Buckmore Park Karting Ltd systems are most popular with visitors; and
- gather information about the pages on the Buckmore Park Karting Ltd systems that you visit, and also other information about other websites that you visit, so as to place you in a "market segment". This information is only collected by reference to the IP address that you are using, but, does include information about the county and city you are in, together with the name of your internet service provider. This information is then used to place interest-based advertisements on Buckmore Park Karting Ltd systems which it is believed will be relevant to your market segment. For more information about this type of interest based advertising, and about how to turn this feature off please visit <http://www.youronlinechoices.com/uk/your-ad-choices>

Some of the cookies used by the Buckmore Park Karting Ltd systems are set by us, and some are set by third parties who are delivering services on our behalf.

Most web browsers automatically accept cookies but, if you prefer, you can change your browser to prevent that or to notify you each time a cookie is set. You can also learn more about cookies by visiting [www.allaboutcookies.org](http://www.allaboutcookies.org) which includes additional useful information on cookies and how to block cookies using different types of browser. Please note, however, that by blocking or deleting cookies used on the Buckmore Park Karting Ltd systems, you may not be able to take full advantage of the Buckmore Park Karting Ltd systems.

In addition to cookies, tracking pixels may be set by us or third parties in respect of your use of the Buckmore Park Karting Ltd systems. Tracking pixels are small image files within the content of the Buckmore Park Karting Ltd systems or the body of our newsletters so we or third parties can understand which parts of the Buckmore Park Karting Ltd systems are visited and whether particular content is of interest.

### Uses made of your information

We will use the information you provide to:

- enable us to process your orders and take payment and provide you with any other services and information offered through the Buckmore Park Karting Ltd systems and which you request;
- remember your details;
- verify and carry out financial transactions in relation to payments that are made online;
- audit the downloading of data from the Buckmore Park Karting Ltd systems;
- improve the layout and/or content of the pages of the Buckmore Park Karting Ltd systems and customise them for users;
- identify visitors to the Buckmore Park Karting Ltd systems;
- carry out research on our users' demographics and tracking of sales data;



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- send you information we think you may find useful or which you have requested from us, including information about our products and services or those of carefully selected third parties, provided you have indicated that you do not object to being contacted for these purposes;
- allow, with your consent, carefully selected third parties to send you information directly which you may find useful regarding their products and services.

You can tell us that we are able to contact you with information regarding our products and services or those of third parties or to share your details with third parties so that they can send you information regarding their products and services, either at the point such information is collected on the Buckmore Park Karting Ltd systems (by checking or un-checking (as directed) the relevant box) or, where (once subscribed) you do not wish us to continue to use your information in this way, by following the unsubscribe instructions on any communications sent to you. You can also exercise the right at any time by contacting us using the Contacting us details at the end of this privacy policy.

Details that are supplied to us that are necessary for activities (i.e personal information on the indemnity form filled out before activities take place) or to supply services to you (i.e to make your booking) will only be used for the purpose of that service and will not be used for any marketing purposes, unless you have expressly opted for your details to be used when given the option via our systems.

### Information sharing

We may disclose aggregate statistics about visitors to the Buckmore Park Karting Ltd systems, customers and sales in order to describe our services to prospective partners, advertisers, sponsors and other reputable third parties and for other lawful purposes, but these statistics will include no personally identifiable information.

We may disclose your personal information to any of our affiliates, or to our agents or contractors who assist us in providing the services we offer through the Buckmore Park Karting Ltd systems, processing transactions, fulfilling requests for information, receiving and sending communications, updating marketing lists, analysing data, providing support services or in other tasks, from time to time. Our agents and contractors will only use your information to the extent necessary to perform their functions. In the event that we undergo re-organisation or are sold to a third party, you agree that any personal information we hold about you may be transferred to that re-organised entity or third party.

We may disclose your personal information if required to do so by law or if we believe that such action is necessary to prevent fraud or cyber crime or to protect the Buckmore Park Karting Ltd systems or the rights, property or personal safety of any person.

### External links

We are not responsible for the privacy policies or the content of any external sites to which we may link from the Site.

### Payment processing

Payment details you provide will be encrypted using secure sockets layer (SSL) technology before they are transmitted to us over the internet. Payments made through the Buckmore Park Karting Ltd System are made through our PCI compliant payment gateway provider, Stripe. You will be providing credit or debit card information directly to Stripe which operates a secure server to process payment details, encrypting your credit/debit card information and authorising payment. Information which you supply to Stripe is not within our control and is subject to Stripe's own privacy policy and terms and conditions.

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### Security

We place great importance on the security of all personally identifiable information associated with our users. We have security measures in place to attempt to protect against the loss, misuse and alteration of personal information under our control. For example, our privacy policies are periodically reviewed and enhanced as necessary and only authorised personnel have access to personal information. Whilst we cannot ensure or guarantee that loss, misuse or alteration of information will never occur, we use all reasonable efforts to prevent it.

You should bear in mind that submission of information over the internet is never entirely secure. We cannot guarantee the security of information you submit via the Buckmore Park Karting Ltd systems whilst it is in transit over the internet and any such submission is at your own risk.

It is advisable to close your browser when you have finished your user session to help ensure others do not access your personal information if you use a shared computer or a computer in a public place.

### Storage of your information

Information that you submit via the Buckmore Park Karting Ltd systems will only be stored for as long as we legitimately need it or as required by the law. This information is sent to and stored on secure servers located in several locations worldwide. This is necessary in order to process the information. Information submitted by you may be transferred by us to our other offices and/or to the third parties mentioned in the circumstances described above (see Information sharing), which may be situated outside the European Economic Area (EEA) and may be processed by staff operating outside the EEA. The countries concerned may not have similar data protection laws to the EEA. Where we transfer your information we will take all reasonable steps to ensure that your privacy rights continue to be protected.

### Your rights

You also have a right to correct any errors in that information. As mentioned above, you have a right to prevent the use of your personal information for direct marketing purposes.

### Contacting us

Please submit any questions, concerns or comments you have about this privacy policy or any requests concerning your personal data by email to [sales@buckmore.co.uk](mailto:sales@buckmore.co.uk) or by phone on 01634 201562.