



Tiny Travels Privacy Policy

Information About Tiny Travels:

Tiny Travels Limited ("Tiny Travels", "we" or "us") is a registered company in England and Wales under the company number 13822490. This privacy policy ("Policy") outlines how we collect, store and use your personal information. Tiny Travels takes all necessary measures to ensure the confidentiality of information, both paper and electronic, required for the operation of our business. We adhere to GDPR compliance and we are committed to protecting your privacy and keeping your personal information secure. Any personal information you supply to us via our websites (and by any other means) will be treated in accordance with any applicable data protection laws (including the General Data Protection Regulation (EU) 2016/679 (known as the "GDPR")) and other legislation intended to protect your personal information and privacy.

If you have any queries regarding Tiny Travels and the services we offer or complaints, you can contact us at hello@tinytravels.co.uk

What information we collect about you and how and why we collect it:

1. When you visit our websites

You may choose to give us certain information about you when you visit our websites, including your:

- name and contact information, including email address;
- demographic information such as postcode, preferences and interests;
- details of your visits to our website and the resources that you access, including, but not limited to, traffic data, location data, internet log information, cookies, IP address, weblogs and other communication data.

We may collect this information from you in order to:

- administer the online booking process;
- identify general customer trends via Google Analytics and Google Maps.
- track your internet browsing (cookies which you can opt-out of when visiting our website, but it may result in low functionality);
- improve our service to you; and
- communicate with you.

2. When booking a Tiny Travels Play Session

When booking a Tiny Travels Play Session, we may collect some of the following information via our contact form and third party booking site bookwhen.com as explained below. If you make a booking with us, your card information is not held by us; it is collected by our third-party payment processors who specialise in the secure online capture and processing of credit/debit card transactions. Information you provide:

- name and contact information, including phone number and email address;
- demographic information such as postcode, preferences and interests;
- (only if you are injured) data concerning health.

We may collect this information from you in order to:

- provide you with access to our services; and



- comply with our legal health and safety obligations.

3. When emailing us

If you communicate with us by email, we may collect certain information from you, including your:

- name and contact information (as set out in your email to us);
- opinions and feedback on your experience of our services; and
- any other personally identifiable information you choose to share in your email to us.

We will collect this information in order to:

- understand your needs and provide you with a better service;
- reply to your email and effectively address your concerns;
- analysis and to assist us with improving our processes, products and services;
- keep accurate business records; and
- (where we have legitimate authority to do so) send you promotional emails about new products, special offers or other information we think might be of interest using the email address you provided.

When we are unable to provide a privacy notice

We are unable to provide a privacy notice when booking a Tiny Travels session for multiple children. Each child's name is collected to maintain an accurate register of all individuals at each of our play sessions for health and safety. By doing this, we are required to notify each adult who holds parental responsibility for each child. In the situation where one adult books a play session on behalf of multiple children, we would ordinarily be required to provide a privacy notice to each parent. In order to do this, we would need to request the contact details and contact the parent of each child booked for a session. As the personal data processed is limited only to a child's name and the processing purpose is limited to managing health and safety, Tiny Travels will not provide a privacy notice to each parent as this requires a disproportionate effort. Therefore, we rely on the 'disproportionate effort' legal exemption under current UK data protection law.

Mailing List:

Upon booking, you may have checked a box to opt-in consent for marketing emails. You will receive marketing emails from us only if you have ticked a box to confirm you would like to have your email address added to our email subscription list. You have the right to have your email address removed from our mailing list at any time by:

- contacting us using the details set out at the top of this notice; or
- using the 'unsubscribe' link in emails.

We will never share your personal information with other organisations for marketing purposes.

Photography & Videography:

Any images we take that you have given consent for will be stored using appropriate measures and only used for the intended purposes to which you have consented to.



How we protect your information:

We ensure that all information you provide us is stored using appropriate technical measures considering the nature, scope, context, and purpose for which we are using it to prevent personal data from being accidentally lost, used or accessed unlawfully.

Who has access to your information:

We will never sell or rent your information to third parties, and we will never share your information with third parties for marketing purposes. Your data may be shared in the following instances.

1. Third-party Service Providers

We have Third Party Service Providers working on our behalf who may pass your information to our third-party service providers, such as booking system bookwhen.com and payment processing platforms Stripe and SumUp. However, when we use third-party service providers, we disclose only the personal information necessary to deliver the service. We have a contract that requires them to keep your information secure and not use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties beyond the company for them to use for their own direct marketing purposes unless we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

1. Third-party advertisers

We may share your personal information with other entities for digital advertising purposes (such as Facebook or Google Analytics in accordance with article 6 of the GDPR;) to assist us in finding other people with similar interests to our current customers and bring you relevant adverts on our websites.

1. Sale of Business

We may also transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation, or if we're under a duty to disclose or share your personal data to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our supporters and customers. However, we will take steps to ensure that your privacy rights continue to be protected.

Transfers outside of the EEA:

We may transfer the information that we collect about you outside of the European Economic Area ("EEA") from time to time. This is due to the global nature of the internet. For instance, we may store certain information about you on servers located in the USA. To safeguard your information, we ensure that the entity that we are transferring your information to either:

- entered into the EU Model Clauses with us;
- entered into Binding Corporate Rules with us; or is listed on the EU-US Privacy Shield.



Retention:

We will only retain your information for as long as necessary to fulfil the purpose we collected it. In determining the appropriate length of time to hold your personal information, we consider a variety of factors such as the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. We securely erase your information once it is no longer needed.

Profile:

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may use additional information about you when it is available from external sources to help us do this effectively. We may also use your personal information to detect and reduce fraud and credit risk.

Links to Third-Party Websites:

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for other sites' privacy policies and practices even if you access them using links from our website. In addition, if you were linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the Policy of that third party site.

Your rights concerning your information:

Under certain circumstances, you have the right, by law, to:

- Request access to your personal information (commonly referred to as a "data subject access request"), which allows you to receive a copy of the personal information we hold about you and check that we lawfully process it.
- Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us to continue to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- Object to processing your personal information where we rely on a legitimate interest (or those of a third-party). Something about your particular situation makes you want to object to processing on this ground. You also have the right to object to where we are processing your personal information for direct marketing purposes.
- Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example, if you want us to establish its accuracy or the reason for processing it.
- Request the transfer of your personal information to another party.
- Withdraw your consent for us to use your personal information at any time.



If you'd like to enforce any of the rights mentioned above, please complete the template letter <https://ico.org.uk/your-data-matters/your-right-to-get-copies-of-your-data/preparingand-submitting-your-subject-access-request/> and send to hello@tinytravels.co.uk You will not have to pay a fee to access your personal data; however, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances. We try to respond to all legitimate requests within 6 weeks. Occasionally it may take us longer than a month if your request is particularly complex or you have made several requests. In this case, we will notify you and keep you updated throughout the process.

How to Complain:

Although we hope that you would never feel that you had to, you have the right to complain to the supervisory authority, The Information Commissioner's Office – www.ico.org.uk.

Policy Updates:

This Policy was last updated on 10th April 2021. We may update this Policy, so please check this document from time to time to make sure that you're happy with any changes.