A picture containing drawing, sketch, text, illustration

Description automatically generatedThe Darling Woods of May - Privacy Policy

Effective Date: 30th June 2023

1. Introduction

Thank you for choosing The Darling Woods of May. We are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and protect your personal information when you interact with our campsite and alpaca trekking business. By accessing or using our services, you agree to the terms of this Privacy Policy.

1. Information We Collect

We may collect the following types of personal information:

2.1. Personal Information You Provide

When you make a reservation, book an alpaca trekking experience, or communicate with us, we may collect personal information such as your name, address, email address, phone number, and payment details. We may also collect any additional information you voluntarily provide to us.

2.2. CCTV Surveillance

We operate CCTV cameras in our car park and alpaca paddock to ensure the safety and security of our visitors, customers, property, and animals. Please note that the CCTV cameras are clearly visible and positioned in accordance with applicable laws and regulations. Cameras are not pointed at campsite pitches or near toilet or washing facilities. Cameras are only operated by the owners of the campsite and any footage recorded is saved for 7 days and then deleted.

1. Use of Personal Information

We use your personal information for the following purposes:

3.1. Provision of Services

We use your personal information to process reservations, bookings, and payments, and to provide you with the services you have requested. This includes communicating with you regarding your bookings, sending you confirmation emails, and providing updates about your reservation or alpaca trekking experience.

3.2. Marketing and Communication

With your consent, we may use your personal information to send you promotional materials, newsletters, special offers, and other communications related to our services. You can opt out of receiving such communications at any time by following the instructions provided in the communication or by contacting us directly.

3.3. Improvement of Services

We may use your personal information to improve our services, operations, and customer experience. This includes analysing usage patterns, conducting surveys, and gathering feedback to enhance our offerings and tailor them to your needs.

3.4. Compliance with Legal Obligations

We may use and disclose your personal information to comply with applicable laws, regulations, legal processes, or governmental requests. We may also use and disclose your personal information to protect our rights, privacy, safety, and property, as well as those of our customers, visitors, and business partners.

1. Disclosure of Personal Information

We may disclose your personal information to third parties in the following circumstances:

4.1. Service Providers

We may engage trusted third-party service providers to assist us in operating our business, delivering services, and managing customer information. These service providers are contractually obligated to protect the confidentiality and security of your personal information and are authorized to use it only for the specified purposes.

4.2. Legal Requirements

We may disclose your personal information when required by law, legal processes, or governmental requests. This includes responding to court orders, subpoenas, or other lawful requests for information.

4.3. Business Transfers

In the event of a merger, acquisition, sale, or other transfer of our business, your personal information may be transferred as part of the transaction. We will take reasonable steps to ensure the protection and confidentiality of your personal information during such transfers.

1. Security of Personal Information

We implement appropriate technical and organisational measures to protect your personal information from unauthorised access, disclosure, alteration, or destruction. However, please note that no security measure is foolproof, and we cannot guarantee the absolute security of your personal information.

1. Retention of Personal Information

We retain your personal information for as long as necessary to fulfil the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. When we no longer require your personal information, we will securely delete or anonymize it.

1. Your Rights

You have certain rights regarding your personal information. Subject to applicable law, you have the right to:

* Access, correct, or request the deletion of your personal information.
* Restrict or object to the processing of your personal information.
* Withdraw your consent for marketing communications or other specific uses of your personal information.
* Request a portable copy of your personal information.
* Lodge a complaint with the relevant data protection authority.

To exercise these rights or for any privacy-related inquiries, please contact us using the contact information provided at the end of this Privacy Policy.

1. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business practices or legal obligations. We encourage you to review this Privacy Policy periodically for any updates. We will notify you of any material changes through our website or other means.

1. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us using the following information:

The Darling Woods of May Ltd, Feoffee Lane, Pocklington, YO42 1PF.

[info@darlingwoodsofmay.com](mailto:info@darlingwoodsofmay.com)

[www.darlingwoodsofmay.com](http://www.darlingwoodsofmay.com)

07712562489

We will endeavour to respond to your inquiries in a timely manner.

By using our services, you acknowledge that you have read and understood this Privacy Policy and agree to the collection, use, disclosure, and protection of your personal information as described herein.

This Privacy Policy is effective as of the date first written above.

Last Updated: 30th June 2023.