



Unit C, Greatham Road Industrial Estate
Greatham Road, Bushey, Herts, WD23 2NZ
Tel: 01923 248747

Website: www.parentsparadise.co.uk Email: info@parentsparadise.co.uk

Privacy Policy

Parents Paradise Ltd, trading as "Parents Paradise" whose registered offices are: Unit C, Greatham Road Industrial Estate, Greatham Road, Bushey, Watford, Hertfordshire WD23 2NZ, United Kingdom.

Your Privacy

At Parents Paradise, we are committed to maintaining the trust and confidence of our customers, potential customers and visitors to our website.

We do not sell or otherwise distribute the personal data of customers, visitors to our website or our mailing list.

This Privacy Notice provides details of when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

Collection and Use of Personal Information

Personal information means any information that may be used to identify you, such as, your name, title, phone number, email address, or postal address.

Website

In general, you can browse our website without giving us any personal information. We use Google Analytics to analyse traffic to our website to understand visitors' needs and to help ensure that the site provides relevant and useful information.

We collect only anonymous, aggregate statistics. For example, we do not tie a specific visit to a specific IP address. However, there are additional activities on our site that require you to be registered. For example, to receive our newsletter. As part of the registration process, we collect personal information to enable us to send you our newsletter and marketing emails relating to forthcoming events and exclusive offers. We may also contact you to check that our records are correct.

Links to Other Websites

Our website will contain links to information on other websites that we do not control. On websites we do not control, we cannot be responsible for the protection and privacy of any information that you provide while visiting those sites. Those sites are not governed by this Privacy Policy, and if you have questions about how a site uses your information, you will need to check that site's privacy statement.

By using our website, you consent to the collection and use of the information you provide to us as outlined in this Privacy Policy.



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Marketing Data

For people who have signed up to receive our marketing newsletters and emails we collect and store your name and email address.

By signing up to our mailing list, you consent to the collection and use of the information you provide to us as outlined in this Privacy Policy.

Client Data for Party Bookings

If you are booking a party online we will hold personal details such as your name, phone numbers, email address and postal address as well as the name and age of your birthday child. This information is held for 13 months following the date of your party and is then deleted. You will be sent details of how you can edit/view this information within your party booking confirmation email.

We will ask all new customers for their consent to receive marketing emails, newsletters, offers, events and information from Parents Paradise.

Client Data for Parents Paradise Wi-Fi (Wireless Social)

Wireless Social is our free Wi-Fi provider. To view their privacy policy, click here:

<https://www.wireless-social.com/privacy-policy>

We will ask all new customers for their consent to receive marketing emails, newsletters, offers, events and information on Parents Paradise.

CCTV

We will hold cctv footage recorded while visiting our centre for general health & safety and for child safeguarding purposes. This information is held on a secure hard drive and is deleted every 30 days. This will only be released to and by the request of the police.

Recruitment

We will hold personal data in the form of CVs and job applications. This data is only used for the purposes of staff recruitment and to provide assurance of our competence to deliver services to current and prospective customers. This information is held on a secure server. If we don't contact you, your information will be destroyed within 13 months.

Access to Your Personal Information

You are entitled to access any of the personal information we hold on you. To access, update or remove any of this information, simply email your request to info@parentsparadise.co.uk

Updating Your Personal Information and Unsubscribing



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You can unsubscribe to general mailings at anytime by clicking the unsubscribe link at the bottom of any of our marketing emails or by emailing info@parentsparadise.co.uk

If you have any questions or concerns about our collection, use or disclosure of your personal information, please drop us a line at info@parentsparadise.co.uk

If you want us to remove any personal data we hold about you, please contact us at info@parentsparadise.co.uk and we will process this request within one month. Data will be removed in line with the requirements of the GDPR.

How long will we keep your data for?

If we don't receive any interaction from you in 13 months we will delete your data.

Updates to this notice

We may change this Privacy Notice from time to time, the latest version of the notice will always be published on our website so please check back occasionally.

Cookie Policy

Cookies, Analytics and Traffic Data

Cookies are small text files stored on your device. We use cookies to help us provide you with a personalised service and to help make our website and services better for you. We are not able to identify any individual from traffic data or site statistics.

Our cookies may be session cookies (temporary cookies that identify and track users within our website, which are deleted when you close your browser) or persistent cookies (cookies which enable our website, to "remember" who you are and to remember your preferences within our websites, and which will stay on your computer or device after you close your browser or leave your session in the application or service).

We use the following different types of cookies:

Strictly necessary cookies - These are cookies which are needed for our website to function properly, for example, these cookies allow you to access secure areas of our website i.e. booking a party.

Performance cookies and analytics technologies - These cookies collect information about how visitors and users use our websites, for instance which functionality visitors use most often, and if they get error messages from areas of the websites. These cookies don't collect information that

identifies a visitor or user. All information these cookies collect is aggregated and therefore anonymous. We only use these cookies to improve how our website works.



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Functionality cookies - These cookies allow our websites to remember choices you make (such as your language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

Google Analytics - Google Analytics uses cookies, to help the website analyse how users use the websites, applications or services. The information generated by the cookie about your use of the websites, applications or services (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the websites, applications or services compiling reports on website activity for website operators and providing other services relating to website activity and internet usage.

Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser or within the application, however please note that if you do this you may not be able to use the full functionality of this website. By using our websites, applications or services you consent to the processing of data about you by Google in the manner and for the purposes set out above.

To find out more, see "How Google uses data when you use our partners' sites or apps", (located at www.google.com/policies/privacy/partners/ or any other URL Google may provide from time to time).

To opt out of being tracked by Google Analytics across all websites visit:
<http://tools.google.com/dlpage/gaoptout>

Ad Words

We use AdWords to drive customers to our website. Through this link there is conversion tracking. This provides basic information to us about how effective the ad is and what a user searched for the advert to appear.

Updates to this notice

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