



Document name:  
Privacy Policy

Revision date:  
20/04/2021

Document number:  
PP 101.008

Revision number:  
Revision 5

## Who We Are

At Pembrokeshire Wake Park, we are committed to maintaining the trust and confidence of our visitors to our web site. We have created this privacy policy statement in order to demonstrate our commitment to the privacy of our customers. By using Pembrokeshire Wake Park Ltd (Wild Lakes Wales), our websites (including our mobile site), Roller (our booking system), our social media pages, our telephone line and any other Pembrokeshire Wake Park Ltd services, you are acknowledging that we are processing your personal information and, where necessary consenting to such practices, as outlined in this statement.

## Types Of Data We Collect

### Website Cookies

Our booking system 'Roller' and website (built on 'Wix') use cookies. Cookies are small pieces of data stored on a site visitor's browser, usually used to keep track of their movements and actions on a site. They help us to improve our site and to deliver a better and more personalised service. You may refuse to accept cookies by activating the relevant setting on your browser. However, if you select this setting you may be unable to access certain parts of our site.

### Google Analytics

When someone visits [www.pembrokeshirewakepark.co.uk](http://www.pembrokeshirewakepark.co.uk) or [www.wildlakeswales.com](http://www.wildlakeswales.com) we use Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way that does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

### Google Adwords

We advertise the products we sell through Google Adwords. Sales through our site are recorded by Google Adwords so we can track the performance of our adverts. No personally identifiable information is used.

### Wifi

We do not permit guest use of our wifi, the wifi is intended for office use only.

### Your Personal Information

-Personal Details: We store your personal details such as your name, email address,

postal address, contact number, age, date of birth and gender. We use your emails for sending confirmation of bookings and for your account setup. If you have opted in to marketing, you may receive an email with our latest offers. If you choose to opt out of email marketing we will still hold your details for the purpose of processing your orders. You can update your information and preferences at any time on your 'Roller' account. Your age and date of birth is to ensure you meet our activities age restrictions. Identifying your gender allows us to know our male to female ratio of customers. Your contact number is stored in case we need to contact you to rearrange a booking. We take emergency contact information so that if there is an incident on site, we are best prepared to deal with it.

-If you opt in for marketing we may use your email address to send updates and information via MailChimp.

-Financial Information: Online card, standing orders and in-house card payments are processed via RollerPay. Roller Pay is GDPR compliant.

-Transaction Information: We do keep a record of your purchases and bookings on Roller.

-Other Information: This may include CCTV footage when you attend our premises. This is used for security reasons.

### **Access to your personal information**

You are entitled to view, amend, or delete the personal information that we hold for you.

Email your request to our data protection officer:

Company@wildlakeswales.com

Or you can update your information by logging onto your Roller account. Equally you can at any time delete your Roller account.

### **Changes to this Privacy Notice**

This policy will be reviewed on a yearly basis. Any updates will be posted to our website.