



Farmer Palmer's Privacy Policy including Online purchasing

This website is owned and run by Farmer Palmers Farm Park LTD. Farmer Palmers respects your privacy and will continue to do so in the online world.

The Privacy Policy will tell you how and when we collect information through our website, and how this information will be used.

How we collect data about you and your use of this website

You are in control of what information we collect about you. By submitting your information you consent to the use of that information as set out in this policy. However, if you choose not to share your information some areas of the website may not be accessible or usable. We may ask you for information about yourself when you purchase tickets, book a birthday party or other products and services, when you sign up for the Farmer Palmers mailing list, register for promotions/competitions or when you request brochures or other information and when you directly contact us via email or through the website. We may also invite you to complete surveys or provide us with feedback.

We also collect anonymous information about your use of the website from cookies and by the use of pixel tags. We may match information gathered from these sources with any information you have given us about yourself for the purposes explained in this policy.

We also use passive means to collect information such as tracking what pages you visit on the site. This information is used by Farmer Palmers to determine how visitors use the site. This then feeds into the development of the site as we aim to make it more enjoyable and easy to use.

Cookies and Pixel Tags

Cookies are small data files that are sent to your browser and stored temporarily on your computer to help retain the information that you have entered whilst you browse our site. Pixel tags are used to help us see if emails from us have been received safely and at what time they are read.

A cookie will typically contain the name of the domain from which the cookie has come and the 'lifetime' of the cookie. Cookies do not give us your personal information, they provide us with non-personal information such as remembering your browser settings, what types of software you are using etc., so that we can make the site as easy to use as possible for you and all our visitors.

Certain cookies sent to your browser will help us to save you time. For example if you're halfway through an online purchase our cookies will allow you to browse other areas of the website and then return to your purchase.

Most browsers automatically accept cookies but you can both delete existing cookies from your browser and, by editing your browser options, choose not to receive cookies in the future. Please visit www.allaboutcookies.org for more information on this. Please note that if you choose not to receive cookies then some areas of the Farmer Palmers website may fail to function as intended so degrading your user experience.

Administration and other non-marketing use

We will use the information you enter on the site for administration purpose and any other purposes made clear in the data entry forms themselves, in any relevant terms or conditions and on any pages or emails which link to such forms. If you book with us we may use your personal data for the purpose explained below under the heading 'Direct Marketing'.

Direct Marketing

The data you give us about yourself will enable us to give you updates via email using the contact details you provide on promotions and services we think may be of interest to you or to involve you in market research. To improve our picture of your interests we may link the

data you give us with any data we gathered (via cookies) about your use of the site. Whenever we ask you for information about yourself you may, by ticking the relevant box, opt out of receiving these marketing communications. In addition, whenever you are contacted by email you will be told how to opt out of being updated by email in the future. We will not pass on your personal details to any other organisation without your express permission unless they are directly involved in the running or maintenance of this website.

Children under the age of 18 years

Farmer Palmers does not intend to collect information from children under the age of 18 years. Children under the age of 18 years will not be able to participate in competitions nor to sign up to the Farmer Palmers mailing list as authorisation of use will be required through the use of a tick box on all entry/submission forms.

Buying tickets and other bookings online

Booking online is quick, easy, convenient and safe. Farmer Palmers Farm Park Limited makes every effort to maintain customer confidentiality when securing an online payment. This includes ensuring the security of your credit card details and other personal information. All of your personal information is encrypted as it travels over the internet. We use PSI DCC Certified Bank Payment Systems as described below and do not hold any card or bank details online. This ensures our compliance to Data Protection.

Terms of Sale and Shipping of online Services

Our Annual passes will be created within 3-7 days of receipt of online purchase clearing our SagePay or Paysafe Gateway to our Worldpay account.

Passes will be created and waiting for the customer to collect at Farmer Palmers. Proof of address verification and our email receipt required before release.

We reserve the right to withhold passes if full payment not received into our bank.

Online competitions

Farmer Palmers may run online competitions intermittently on the website. Any personal information that is collected from this type of activity will be deleted once the competition entry date has closed. Personal information provided will not be used for marketing purposes unless specifically authorised to do so.

Statistical Data

We try to ensure that our website offers visitors exactly what they are looking for. To help us achieve this goal we may analyse anonymous data collected by cookies about how visitors use the website. Such data also helps us to measure the success of our advertising campaigns. We may also collect Internet Protocol addresses to help diagnose problems with our servers and for system administration, but we don't link these addresses to any person's name or identity.

Who your data may be disclosed to

Disclosure of your data to others may be necessary to ensure the smooth provision to you of the products, services and information you request. Your booking data may be disclosed to the other entities described above under the heading 'Direct Marketing'.

Contact

If you have any comments, queries or requests relating to the use of your data then please contact us via info@farmerpalmers.co.uk or write to us at Farmer Palmers, Wareham Road, Organford, Poole Dorset BH16 6EU

Links to other websites

We use links to improve your experience of our website. We will always try to make these links clear, so that you know you have left our website. However, please be aware that these websites are owned and run by other companies and organisations and we cannot accept responsibility for the content of these websites or any information you choose to divulge to a linked website.

Changes to this policy

Because we are constantly improving our website there may be developments in how we use your data. All such developments will be promptly notified to you in this policy. Your continued use of our website will signify that you agree to such changes.

Equality Statement

Farmer Palmers is committed to working to prevent discrimination and promote equality for customers regardless of age, disability, gender, identity, pregnancy and maternity, marriage and civil partnership, race, religion, and belief, and sexual orientation. It is about breaking down barriers (real and perceived) and providing excellent customer service to enable everyone to experience and enjoy Farmer Palmers.

Company Details:

Company's Legal Name: Farmer Palmers Farm Park Limited

Company's Place of Registration: Registered in the UK.

Registered Address: The Stable House
Wareham Road
Organford
Poole
Dorset
BH16 6EU

Company's Registered Number: 3427509 All transactions in GBP

Vat: 711862839

Telephone Number: 01202 622022

Email Address: info@farmerpalmers.co.uk

Full Terms and Conditions available on our website.