

# The Beaverwood

## PRIVACY POLICY

### Your Privacy

At The Beaverwood we care about our clients and are committed to maintaining your confidence and trust when visiting our website, corresponding with us through email or booking an event. Your privacy is very important to us and below we have explained how we collect and use your personal data.

*This Privacy Policy was last modified in September 2019.*

### Collection and Use of Personal Information

#### What information do we collect about you?

Personal information refers to any information that may be used to identify you. This includes your name (and those of any people involved in organising your event), address, phone number and email address that you provide to us voluntarily. These details are kept internally and are never sold to a third party.

#### How will we use the information about you?

When you subscribe to our newsletter, book in for a show round or send us a message, we collect the information you provide us with to improve our service to you and to contact you about your event and to answer any queries you may have. We also use the information for internal record keeping, to send you promotional emails or newsletters and to improve our products and services. We do not share your details outside of The Beaverwood.

#### Security

We value your privacy and are committed to ensuring that your information is secure both physically and electronically.

### How long do we store information

We keep all data for up to a period of six months after your event but will only contact you if you have agreed for us to keep in contact. You can review this at any time and unsubscribe to our newsletter or our promotional emails by using the unsubscribe tab or by getting in touch with us.

### Email information

If you choose to correspond with us through email, we may retain your email messages together with your email address and responses. These will be given the same degree of protection as our other communications with you, outlined in this privacy policy. This also applies if you leave your email address when booking tickets or signing up to our newsletter.

### Using your data if you contact us via social media

If you send us a message via social media we will use any information you give us to contact you and if you become a client we will store that information using our usual guidelines detailed in this privacy policy. Please note that any message sent to us via these channels is stored by those sites too.

## Signing up to our newsletter

To send out our newsletters we use Constant Contact which is a US-based third party provider. Constant Contact is fully GDPR compliant and through this service we gather information regarding clicks and email opening, etc, which we use to improve our newsletter. For more information, please see Constant Contact's privacy policy [\[LINK\]](#)

## Links to other websites

Please be aware that any links on our website are for your interest but once you are a visitor to that site we do not have any control over how it processes your data and are therefore not responsible for this.

## Use of Cookies and Pixels

We use cookies on our website to log traffic to our pages which helps us improve our service to you. When you click on our website we will ask your permission to add our cookie to your hard drive. Once you accept, the file is added and helps us analyse web traffic. If you are not comfortable with accepting cookies you can decline them and still have access to our website, although this may prevent you from using our website to its full advantage.

We reserve the right to use social media pixels which are technological equivalents of cookies. These track visitors to outside websites and therefore tailor advertising messages users see while visiting these websites. If we use pixels they will be in compliance with the policies of the various social media sites we use.

## Google Analytics

Our website uses Google Analytics to collect visitor behaviour patterns which we use to improve our service to you. This data does not identify anyone.

## Changes to our privacy policy

From time to time we may need to update our privacy policy and any changes will appear here. *This privacy policy was last updated in September 2019.*

## Updating your Personal Information and Unsubscribing

We value your custom and endeavour to meet your needs with any correspondence we have with you. However, we do appreciate that people's needs change. If at any time you wish to stop receiving information from us, you are free to unsubscribe at any time.

## How to contact us:

If you would like to contact us about our privacy policy or the information we hold about you, please write to us at:

The Beaverwood, Beaverwood Road, Chislehurst, Kent, BR7 6HF

or email us at: [hello@thebeaverwood.com](mailto:hello@thebeaverwood.com)