

Privacy Notice

Dated: 5th April 2019

1. Who is responsible for managing my information?

This website is owned and maintained by

Heritage Great Britain PLC

Registered office is

5th Floor,
88 Church Street,
Liverpool
L1 3HD
England ("Heritage", "we" or "us").

This is our **Privacy Notice** and it explains how we collect, use, share and protect your personal data.

We are responsible for the collection and proper management of any personal information you give to us. We will keep your personal details secure and use the information you provide consistently with applicable privacy and data protection laws and the terms of this Privacy Notice.

2. What information do we collect?

The information we collect, and hold is likely to include your name, contact details, information about your organisation and any additional information we may need to help meet your specific requirements.

We also collect website usage information and do this using "cookies". For further information about cookies and how we use them please see our Cookie Policy.

3. How do we use your information?

The information you provide/which we collect may be used in a number of ways, for example:

- to process, manage and administer bookings or orders you place with or through us;
- to enable us to provide products and/or services to you and/or your organisation;
- to answer questions, you have raised;
- to facilitate and improve your access to our websites;
- to personalise repeat visits to our websites;
- to help to ensure the safety and security of our staff and customer;
- in the prevention and investigation of crime;
- to tell you about events we think may be of interest to you;
- to tell you about other products and services we think may be of interest to you;
- to manage service queries;
- to conduct customer surveys and carry out research; and

- to help us to provide details or information you may have requested.
- To help us to manage and improve our operations

4. On what legal basis will we process your information?

We will always process your personal information on lawful grounds and in particular on the grounds set out below: -

Performance of a Contract/Service

We will use your personal information to allow us to provide and manage the services or products you have ordered or booked.

This information is likely to include your name, contact details (including email and telephone number) and payment details, credit/debit card details, details of your visits to our websites (including, but not limited to, traffic data, location data, weblogs and other communication data) and any additional information we may need to help meet your specific requirements and to respond to your specific requests.

If you do not provide us with the information set out in this paragraph, then we may not be able to provide you with the products and/or services you have ordered or booked.

Legitimate Interest

We may use your name and contact details to tell you about our own products and services which we think may be of interest to you. You can ask us to stop doing so at any time.

We may collect information about your computer, including where available, your IP address, operating system and browser type, for system administration and marketing intelligence purposes. This is statistical data about our users' browsing actions and patterns and does not identify any individual. Your IP address may also be used to diagnose problems with our server, monitor visitor traffic patterns and site usage to help us develop and improve our site further.

In the event that we buy or sell any business and/or assets we may disclose your personal data to the prospective buyer or seller of the business and/or assets

The above are done on the basis that they are in the legitimate interest of our managing, administering developing and marketing our business.

Consent

We may ask your consent to share your name and contact details with selected third parties so that they can tell you about their products and services.

You can withdraw your consent at any time.

Legal Obligation

We may also use and disclose your personal data for compliance purposes, to the extent that we are required to do so by law or regulation, by a law enforcement or taxation agency or for the purposes of preventing crime.

5. Who will you share my information with?

In order to provide you with the products and services that we supply and/or in our legitimate interests we may share your information with:

- credit/debit card companies;
- our group companies;
- our preferred insurance provider(s) health and safety advisers and consultants; and
- other third parties who we may need to work with to deliver services or fulfil requests on your behalf, for example ticketing companies and other suppliers.

We may also use and disclose your personal data for the purposes of compliance, to any legal or taxation authority, in connection with any legal proceedings or prospective legal proceedings, in relation to the prevention or investigation of crime and in order to establish, exercise or defend our legal rights.

6. How do you manage my information?

We may from time to time appoint third party service providers, to help us manage efficient systems within the business. Some of these systems may for operational reasons be located in countries overseas.

We will only transfer your information to service providers who help manage our systems, or overseas, where we are satisfied that this is lawful and that adequate levels of protection are in place to protect the integrity and security of any information being processed and in compliance with applicable privacy laws.

We will always use and apply appropriate physical, electronic and procedural safeguards when we process your personal data.

We will not transfer your personal data to service providers outside the United Kingdom and the European Economic Area

7. Updating Your Details?

If you would like to change any of your preferences relating to the way in which we may use your information for direct marketing, then please update your user preferences online at GDPR@heritagegb.co.uk

8. How long will we hold your information for?

We have a system of retention periods in place to ensure that your information is only stored whilst it is required for the relevant purposes or to meet legal requirements. Where your information is no longer required, we will ensure it is disposed of or deleted in a secure manner.

If you have any questions in relation to our retention periods, please contact us by sending an email to: GDPR@heritagegb.co.uk.

9. Your rights

You have the right to ask us at any time: -

- to confirm whether we hold any of your personal data;

- to send you a copy of any personal data that we hold about you;
- to correct any inaccuracies in your personal data and to add relevant details where the personal data we hold is incomplete;
- to delete (to the extent possible) any of your personal data, where we are required by law to do so;
- to stop or restrict processing your personal data, where we are required by law to do so;
- to let you have a portable copy of the personal data we hold about you, where we are required by law to do so;
- to stop processing any of your personal data that we process on the basis of our legitimate interests; and
- to stop sending you marketing material. However please note that we may continue to send you service related (i.e. non-marketing) communications, such as emails relating to the services we provide.

If we reach a decision that affects you by processing your personal data automatically then you have the right to speak to someone to discuss that decision.

We do not use your personal data for the purpose of profiling.

Where we process your personal data on the basis that you have given us your consent to do so then you may contact us at any time to withdraw your consent

If you wish to exercise any of these rights or wish to object to our use of your personal information, please contact us by email at: GDPR@heritagegb.co.uk.

10. Does the notice apply to linked websites?

Our websites may contain links to other websites. This privacy notice only applies to this website and to Heritage Great Britain PLC so when you link to other websites you should read their own privacy policies.

11. When do you monitor telephone calls?

We may from time to time record telephone calls you have with our staff for training purposes and to improve the quality of our service.

12. How do we update this privacy notice?

We keep our privacy notice under regular review, and we will place any updates on our webpage.

13. Who can I contact if I have queries about this privacy notice?

You can also contact us directly if you have any questions about our privacy notice or information, we hold about you.

Please contact us by email on: GDPR@heritagegb.co.uk.

If you are dissatisfied with our handling of any query or complaint you also have the right to raise concerns with The UK Information Commissioner: <https://ico.org.uk>

Cookie Policy

IF YOU DO NOT ACCEPT THE USE OF COOKIES ON THIS WEBSITE AS DESCRIBED, PLEASE STOP USING THIS WEBSITE OR DISABLE THE RELEVANT COOKIES – WE EXPLAIN HOW YOU CAN DO THIS BELOW.

1. What are cookies and how are they used on this website?

Cookies are text files generated by a website and placed on your computer or on any other device you are using to access the website. Cookies are used on this website for various purposes including, for example, to evaluate, develop and track website usage, improve the user experience and facilitate bookings, help your browser navigate through this website, and collect standard internet log information and visitor behaviour information.

Cookies from third parties facilitate targeted marketing on this and other websites and they (including those set by Google Analytics Premium and by Facebook – see Section 2 - are used to evaluate and compile statistical reports for us on website activity. Section 2 and the table below contain further details about the third-party cookies used and their purposes.

Most of the cookies on this website do not capture a user's name or other information that would identify the user personally. They merely identify a computer or other device. All information collected by cookies on this website is aggregated and therefore anonymous.

However, some cookies operated by our technology providers (such as Google and Facebook) may collect certain personal information. Please see below for an explanation of how you can find out details on and manage these cookies.

Information collected by the marketing cookies on this website will be disclosed to third parties as set out in this Policy.

Session cookies store information locally on your device for the duration of your visit and expire at the end of your browsing session, i.e. when you close your browser window the session, cookie and information it collected is deleted. Persistent cookies are stored on your computer or other device and they remain there after you close your session until you delete them manually or until your browser deletes them based on the pre-determined period contained within the persistent cookie's file.

This website uses both first party and third party cookies, see the table below. Section 2 below contains detailed information about the use of third party cookies in particular marketing and analytics cookies.

We have decided to categorise cookies used on our website based on the UK International Chamber of Commerce's cookie guide, as follows:

Cookies "strictly necessary" for functionality of this website's platform. These cookies are essential in order to enable users to move around this website and use its features.

"Performance" cookies which collect information about how users navigate this website, for instance which pages users access most frequently. They identify how users interact with our website, find out which pages seem to hold people up, which pages are not used often, which pages take a long time to load, what pages users tend to visit and in what order. All of this helps us to

refine and develop our website to try and make them more usable when a user visits us again in future.

"Functionality" cookies which allow this website to remember choices you make. For example, this can be the last date you've searched for or the last attraction you've viewed.

"Targeting or advertising" cookies used to deliver adverts relevant to an identified machine or other device (not a named or otherwise identifiable person) which are tailored to interests associated with the website activity tied to that machine or device. These cookies are also used to limit the number of times a user sees an advertisement as well as to help measure the effectiveness of the advertising campaign. They may also remember that this website has been visited from a device and share that information with marketing organisations. The marketing cookies on this website are operated by third parties with our permission. Marketing cookies are used to monitor from which advertising source a user was directed towards our website, so that we know whether it is worth us investing in that particular advertising source.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

For more general information about cookies and how to disable them through your browser, visit www.allaboutcookies.org. Please contact us (see below) if you have questions about the cookies used on this website or how to block them.

Cookie type	Cookie purpose	Life of cookie: persistent or session? First or third party cookie?	Category of cookie as defined in the ICC UK Cookie Guide	Privacy impact (low/mid/high)
Essential transactional functionality	Essential for core shopping and booking functions, primarily to maintain navigation state and attraction booking information during a browser session. Without this cookie the booking process on this website will not function.	Session First party	Essential and functionality	Low – Technical details only relating to shopping basket requirements.
Supporting transactional functionality	Supports the core shopping and booking functions (see above)	Persistent for up to 24 months after a browser session is ended	Functionality	Low – Non personal.

<p>Navigation analytics</p>	<p>To evaluate a user's use of this website and compile reports on user activity. A third party (e.g. Google) stores the information collected by the cookie. It may disclose the information to third parties where required by law or where such third parties process the information on our behalf.</p> <p>The data collected is used for managing the performance and design of this website.</p> <p>See Section 2 for further information about Google analytics premium in particular.</p>	<p>Persistent for up to 24 months after a browser session is ended</p> <p>First party and third party</p> <p>Third party - Certain 3rd party (egGoogle Ad Services cookies) have lifetimes of over 24 months. Please see the 3rd party's own Cookie Notice for full information</p>	<p>Performance</p>	<p>Mid – Non personal</p>
<p>Marketing and merchandising</p>	<p>See ICC description of "Targeting or advertising" cookies above.</p> <p>See Section 2 for further information about how Google in particular displays adverts for us on third party websites and how data collected by</p>	<p>First Party Persistent for up to 24 months after a browser session is ended</p> <p>Third party - Certain 3rd party cookies (e.g. Google Ad Services cookies) have lifetimes of over 24 months. Please see the 3rd party's own Cookie Notice for full information</p>	<p>Targeting or advertising</p>	<p>High – tracking of user behaviour across multiple third party website in order to tailor advertisements on this website to the user.</p>

	Google is combined and used with data about our adverts.			
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2. Technology providers

Google

This website uses Google Analytics Premium, a web analytics service provided by Google Ireland Limited ("Google"). Google Analytics Premium uses "cookies" (as described above and in particular, the navigation analytics cookie described in the table) to help us analyse how the site is used. The information generated by those cookies about your use of this website and your current IP-address will be transmitted by your browser to and will be stored by Google on servers in the United States and other countries. Google will use this information on our behalf for the purpose of evaluating your use of this website, compiling reports on website activity and providing other services relating to website activity and internet usage to us. You may choose not to opt-in to permit use of the Google cookies and thereafter you can prevent that use by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website (see above). You may also stop the transmission of information generated by the cookies about your use of this website and of your IP address to Google, by downloading and installing the Google Analytics Opt-out Browser Add-on available here: <http://tools.google.com/dlpage/gaoptout>.

Google also displays adverts for Heritage Great Britain plc on third party websites.

Google will use cookies to display adverts on those third party websites which may take into account a user's prior visits to this website.

You may reject or delete the Google advertising cookie i.e. you may opt out of Google's interest-based advertising program by visiting the Google advertising opt-out page <https://adssettings.google.co.uk/anonymous>

We combine data collected by Google Analytics Premium, with data about our adverts that have been shown using the Google Display Network or DoubleClick for Advertisers, to understand how anonymous users interact with this website after seeing our adverts. We do this to analyse and optimise our advertising campaigns.

Facebook

This website uses the Facebook tracking pixel. Advertisers, app developers and publishers can send Facebook information through 'Facebook Business Tools' that they use, including social plugins (such as the Like button), Facebook Login, APIs and SDKs, or the Facebook pixel. These partners provide

information about your activities off Facebook – including information about your device, websites you visit, purchases you make, the ads you see and how you use their services – whether or not you have a Facebook account or are logged in to Facebook. For example, a game developer could use the Facebook API to tell Facebook what games you play, or a business could tell Facebook about a purchase you made in its shop. Facebook also receive information about your online and offline actions and purchases from third-party data providers who have the rights to provide Facebook with your information.

Facebook partners receive your data when you visit or use their services, or through third parties that they work with. Facebook require each of these partners to have lawful rights to collect, use and share your data before providing Facebook with any data. Learn more about Facebook privacy and cookies at <https://www.facebook.com/policy.php>.

Facebook use the information they have to deliver their products, including to personalise features and content (including your News Feed, Instagram Feed, Instagram Stories and ads) and make suggestions for you (such as groups or events you may be interested in or topics you may want to follow) on and off their Products.

3. Does the policy apply to linked websites?

Our websites may contain links to other websites. This cookie policy only applies to this website so when you link to other websites you should read their own cookie policies.

4. How do we update this cookie policy?

We keep our cookie policy under regular review and we will place any updates on our webpage. This cookie policy was last updated in March 2019.

5. Who can I contact if I have queries about this cookie policy?

Please contact us if you have any questions about our cookie policy or information we hold about you.

By email: info@heritagegb.co.uk

Or write to us at: Heritage Great Britain PLC, 5th floor, 88 Church Street, Liverpool, L1 3HD