



Privacy Policy

We are committed to ensuring that your privacy is protected, and we shall endeavour to use any information that you provide when using this website in accordance with this privacy policy.

This privacy policy explains what information we collect, how we protect any information you submit to us, and how we use it.

We may amend this policy from time to time by updating this page. Therefore, we suggest you check this page occasionally to ensure you are aware of and are happy with any amendments.

Who we are

Our website address is: <http://wearmout.co.uk>.

Our Facebook page links include:

[Maidstone Facebook Page](#)

[Tonbridge Facebook Page](#)

Our TripAdvisor page links include:

[Maidstone TripAdvisor](#)

[Tonbridge TripAdvisor](#)

What information do we collect?

Personal information may be collected from you in various ways, for example:

1. Information about your visits to and use of this website (these are information about your browser, your IP address, your general location as determined from your IP address and provided by your browser, the site from which you come, and the links followed when leaving our site). This information is collected through cookies
2. When you register and voluntarily provide information to register for newsletters (this includes your name, email address, and any other details asked for and which you provide). This is collected through Mail Chimp. For more information on how they keep your data secure please see <https://mailchimp.com/help/about-the-general-data-protection-regulation/>.
3. When you conduct activities on our site (for example, when you contact us through our website contact form) we may collect your name and contact details, details of your subscription to our services, including your email address.

How is the information used?



We use this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- To respond to your queries, refund requests and complaints. Handling the information you sent enables us to respond. We may also keep a record of these to inform any future communication with us and to demonstrate how we communicated with you throughout. We do this on the basis of our contractual obligations to you, our legal obligations and our legitimate interests in providing you with the best service and understanding how we can improve our service based on your experience.
- For statistical purposes and analysis for management purposes in order to administer the website or improve our products and services.
- Internal record keeping, and administrative purposes, and to inform you about our events, services or products, or other related information that we think would be of interest to you, as explained above.
- To communicate marketing messages, newsletters and details of our business (you can inform us at any time if you no longer require marketing communications)
- To protect our business from fraud and other illegal activities.
- To protect our customers, premises, assets and team members from crime, we operate CCTV systems in our attractions and car parks which record images for security. We do this on the basis of our legitimate business interests.
- To process payments and to prevent fraudulent transactions. We do this on the basis of our legitimate business interests. This also helps to protect our customers from fraud.
- If we discover any criminal activity or alleged criminal activity through our use of CCTV, fraud monitoring and suspicious transaction monitoring, we will process this data for the purposes of preventing or detecting unlawful acts. We aim is to protect the individuals we interact with from criminal activities.

Of course, you are free to opt out of hearing from us by any of these channels at any time.

Where we send your data

Visitor comments may be checked through an automated spam detection service.

Your information will not be disclosed to any third party unless you have given your consent to such disclosure. If we contact, you by email each time you receive a message you will also have the option to decline to receive further information of that type from us.

If you would like us to destroy information we hold about you, please let us know. However, please note that if you use any of our services which require you to provide personal information, deleting our records may mean that you will need to resubmit it to continue using such services.

We may disclose aggregate statistics about our site visitors, clients and sales in order to describe our services to prospective partners, advertisers and other reputable third parties and for other lawful purposes, but these statistics will include no personally identifying information.



Cookies and Log Files

Cookies

Cookies are text files stored on your computer, and accessible only to the websites which create them.

If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

Our website may from time to time use cookies and log files for statistical analysis, to understand user behaviour, to administer the site, to tailor the information presented to a user based on their preferences, and to improve user experience. Any information gathered by our use of cookies is compiled on an aggregate, anonymous basis.

Most web browsers automatically accept cookies, however you may delete, or disable cookies by following the instructions at https://www.pcworld.com/article/242939/how_to_delete_cookies.html. Please note that you may not be able to take full advantage of a website if you disable cookies.

Social Media

If you share our content through social media, for example by liking us on Facebook, following or tweeting about us on Twitter, leaving reviews on TripAdvisor or uploading photographs of your experiences with Wear M' Out, those social networks will record that you have done so and may set a cookie for this purpose.

In some cases, where a page on our website includes content from a social network, such as a Twitter feed, or Facebook comments box, those services may set a cookie even where you do not click a button. As is the case for all cookies, we cannot access those set by social networks, just as those social networks cannot access cookies we set ourselves.

Log Files

Our systems automatically gather some anonymous information about visitors, including IP addresses, browser type, language, and the times and dates of webpage visits. The data collected does not include personally identifiable information and is used, as described above, for statistical analysis, to understand user behaviour, and to administer the site.

Security

The internet is not a secure medium. However we take reasonable technical and organizational precautions to prevent the loss, misuse or alteration of your personal information.



We ensure security updates required are applied and data collected is stored with Mail Chimp. Whilst we cannot ensure or guarantee that loss, misuse or alteration of data will not occur, we use our best efforts to prevent this.

Changes

We may make changes to this privacy policy from time to time. If we change our privacy policy we will post the changes on this page. If the change in our privacy policy affects the use of your personal information we will use our best endeavours to contact you by email to seek your consent to the use. Continued use of the service will signify that you agree to any such changes

How long we retain your data

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

Whenever we collect or process your personal data, we'll only keep it for as long as is necessary for the purpose for which it was collected. At the end of that retention period, your data will either be deleted completely or anonymised, for example by aggregation with other data so that it can be used in a non-identifiable way for statistical analysis and business planning.

An example of customer data retention periods:

Birthday Parties

When you book a birthday party, we'll keep the personal data you give us for seven years so we can comply with our legal and contractual obligations.

How we protect your data

Access to your personal data is password-protected, and sensitive data such as payment card information) is secured and tokenised to ensure it is protected.

We are committed to ensuring that your information is secure. To prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and corporate policies to safeguard and secure the information we collect online. Please be assured that we will take all steps reasonably necessary to ensure your data is treated securely and in accordance with this Privacy Policy. Any transactions will be encrypted. We cannot, however, guarantee the security of your transmitted data and you submit such data at your own risk.

Your rights

- Access to the personal data we hold about you.
- The correction of your personal data when incorrect, out of date or incomplete.
- For example, when you withdraw consent, or object and we have no legitimate overriding interest, or once the purpose for which we hold the data has come to an end.



- That we stop using your personal data for direct marketing (either through specific channels, or all channels).
- That we stop any consent-based processing of your personal data after you withdraw that consent.
- Review by a team member of any decision made based solely on automatic processing of your data (i.e. where no human has yet reviewed the outcome and criteria for the decision).

You have the right to request a copy of any information about you that Wear M' Out holds at any time, and also to have that information corrected if it is inaccurate. To ask for your information, please contact

If we choose not to action your request we will explain to you the reasons for our refusal.

To protect the confidentiality of your information, we will ask you to verify your identity before proceeding with any request you make under this Privacy Notice. If you have authorised a third party to submit a request on your behalf, we will ask them to prove they have your permission to act.

Your right to withdraw consent

Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.

Where we rely on our legitimate interest

In cases where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop for reasons connected to your individual situation. We must then do so unless we believe we have a legitimate overriding reason to continue processing your personal data.

Direct marketing

You have the right to stop the use of your personal data for direct marketing activity through all channels, or selected channels. We must always comply with your request.

Your acceptance of this privacy policy

If you do not agree to this privacy policy, please do not use our site.

By using our site, you consent to the collection and use of information by us. Owing to the global nature of the internet infrastructure, the information you provide may be transferred in transit to countries outside the European Economic Area that do not have similar protections in place regarding your data and its use as set out in this policy. However, we have taken the steps outlined above to try to improve the security of your information. By submitting your information you consent to these transfers.

How to contact us



We welcome your views about our website and our privacy policy. If you would like to contact us with any queries or comments please send an e-mail to info@wearmout.co.uk. You may request details of personal information which we hold about you under the General Data Protection Act.

To find out more about your rights under the GDPR, visit the Information Commissioner's website: <https://ico.org.uk>