



## Privacy Policy

At Penshurst Place, we put a great focus on ensuring your data is safe, secure and not shared under any circumstances with third parties.

The following policy will go into further depth about how we collect and store your data, as well as how to remove your own details from our systems.

As the policies surrounding GDPR become more concise, we may need to update our policy accordingly. By using our website, you're agreeing to be bound by this policy and its changes.

Any questions regarding this policy and our privacy practices should be sent by email to [contactus@penshurstplace.com](mailto:contactus@penshurstplace.com).

## The Who, What, Where, and Whys

### Who are we?

Penshurst Place & Gardens is a small visitor attraction located in the west of Kent, welcoming up to 80,000 visitors a year to the stately home and gardens. As well as a visitor attraction, Penshurst Place also operates as a corporate hire and wedding venue, and the farther estate is used by tenant farmers to rear crops and graze livestock.

### How do we collect information from you?

We collect your data through your interactions with us, where your details have been collected, such as purchasing tickets to an event, signing up to our mailing list, purchasing a season ticket, expressing interest in receiving event alerts, or sending us an email directly

### What type of information is collected from you?

The type of information we receive will largely depend on the interactions you have with us. For all interactions we will always collect your full name and email address. Interactions that require further information such as ticket purchasing may also collect your home address and any additional contact information that has been provided. **We never have any access to any of your banking details.**

## How is your information used?

We may use your information to:

- Share upcoming news and event information
- Alert you to an emerging flower display in the garden
- Share information regarding our other offers such as our weddings and events
- Follow-up from an event booking to ensure you have all the information you need
- To analyse our marketing geographics to see what areas of the county we should seek to apply more of our advertising budget to
- To analyse the distribution of our direct mail campaigns

If you have signed up as a season ticket holder, we will only contact you for the length of the season tickets lifetime (1 year) unless you decide to renew the ticket, by which we will continue to contact you. However, our contact processor company "Gamma" may still hold your data, though we will not seek to access it. Should you want your data permanently removed from our processor company, please let us know. If you have signed up to our mailing list through the website or have been added as a result of an event purchase, we may email you less frequently than our season ticket holders. All emails we send will have a suppression option, meaning you can decide to opt-out at any moment, though this will not delete your data, to do this please email us. This will not affect your season ticket lifetime.

## Who has access to your information?

We will never sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

### **Data We Receive from Third Party Service Providers working on our behalf:**

From time to time, we may receive your details from a third-party partner such as Visit Kent, through a competition or ballot. By signing up to these Visit Kent initiatives, you agree for them to share your information with certain interested parties, of which we are one. Once we receive this data, you will be under the same protection as our existing gathered data, and we will not share your data with farther parties.

### **Third Party Payment Processors**

We process payments for our events using either Eventbrite, or Book-It-Be who, if you choose to book an event with us, you will also be bound by their own privacy policy which we would advise you to familiarise yourself with before continuing payment.

When we manage events using either of these providers, we will have access to your name, address, time of booking and contact information including your telephone number and email address. For certain events we may also require additional information such as your

age and dietary requirements. This information is held in accordance with our existing data and equally, is not shared with any third-party operators.

## Your choices

You have a choice about if you wish to receive information from us. If you do not want to receive direct marketing communications from us about our upcoming events, horticultural progress or exciting new developments, then you can select your choices by ticking the relevant boxes situated on the form on which we collect your information.

We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted. You can change your marketing preferences at any time by contacting us by on [contactus@penshurstplace.com](mailto:contactus@penshurstplace.com) or by calling 01892 870307

## How you can access and update your information

Should your information change for any reason, but you wish to stay updated with our information, please call or email us and we will be glad to update the information we hold for you.

Under new data protection legislations, you have the right to request the information and data we hold of you. Please allow up to 30 days for us to send this to you.

## Security precautions in place to protect the loss, misuse or alteration of your information

The systems we use mean we never have access to your financial details. However, we would urge you to read through the data protection summary on both Eventbrite and Book-It-Be before you process your transaction, to ensure you are happy with the steps they have taken to ensure the security of your data.

Whilst we run all our programs on secure servers provided by Computer Systems Engineers Ltd, and Interactive Red, we can never be assured of absolute security due to the nature of malware. If for any reason a breach does occur, we will contact you directly to warn you of such.

## Profiling

We may analyse your personal information to help us plan our marketing and advertising routes. Information we may use for this include your address, age, gender, and frequency of visits.

## Use of 'cookies'

Like many other websites, the Peshurst Place website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. This helps us update and optimise our web pages in order of their popularity. It is possible to switch off cookies by setting your browser preferences.

## Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you were linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

## Review of this Policy

We keep this Policy under regular review. This Policy was last updated in April 2018.