

## PRIVACY

The Children's Farm Park respects your privacy and is committed to protecting the personal information that you share with us while browsing this website. Thus, we have prepared this short statement to inform you of the guidelines that we follow to ensure that the information you choose to share with us is private and safeguarded.

### **General Browsing**

Generally, you can browse through our website without giving us any information about yourself. This means that, unless you voluntarily and knowingly provide us with personal data, we will not know your name, your e-mail address, or any other information identifiable to you.

### **Providing us with your Personal Data**

Certain features on our website require that you provide us with personal data. For example, you might be asked to provide email addresses in order to be placed on our mailing list. Providing us with this information is voluntary, and is only recommended if you wish to have access to those features.

### **Protecting your Personal Data**

The Children's Farm Park treats any data that you voluntarily provide us with as confidential. Your personal data is stored in our secure database, which is intended for use only by our company and which is monitored on a regular basis to prevent intrusion or loss of data.

### **Preventing Third-Party Access to your Personal Data**

In most cases, we do not allow third parties to access any of your personal data that we have on store. See Legal Issues, below, for exceptions.

### **Technical Information**

#### **IP Addresses**

Computers, which browse the Internet, are given an IP Address that identifies them throughout their browsing session. When you browse our website, our servers log an entry for each page you visit with your IP Address. We use IP Addresses to gather anonymous information about which pages of our site are most popular, most frequently visited, etc. However, we do not use IP Addresses to attempt to gather any personal information about our visitors.

#### **Cookies**

##### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use cookies in a range of ways to improve the Visit Harlech website experience. Cookies help us understand how you use our site and, when applicable, work with partners to serve relevant

digital advertising.

### **Types of cookies we use**

Performance - these cookies allow us measure frequency of visits and popular content, helping us better understand how users interact with our website. We also use third-party cookies, such as Google Analytics, to help us better understand user cohorts and behaviour flows. By using the information collected through these cookies, we are better able to make informed improvements to increase website performance.

Targeting or Advertising - these cookies are used to deliver ads relevant to you. They also limit the number of times that you see an ad and help us measure the effectiveness of our marketing campaign. For example, if you show interest in the 'Fire and Sea Festival' pages, we may use Google Ads or Facebook Pixel to send relevant display ads.

### **Managing cookies**

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not, and allowing us to send targeted, relevant ads through the Google display network or Facebook Pixel. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website. You can find information on how to opt out of the cookies provided by our key partners below

Facebook - opt out

Google Analytics - opt out

Google Ads - opt out

You can also switch off some cookies through the Your Online Choices site, or adjust settings in your browser cookie settings, usually found under the 'settings' or 'preferences' menu of your browser.

### **Contact Forms**

You may choose to contact us using one of the forms on our website. Your name and email address will be sent to Visit Harlech, and may be held in our records. We will not use this information in any way except to reply to your message.

### **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [secretary@visitharlech.wales](mailto:secretary@visitharlech.wales)

If you believe that any information we are holding on you is incorrect or incomplete, please email us as soon as possible, at [secretary@visitharlech.wales](mailto:secretary@visitharlech.wales). We will promptly correct any information found to be incorrect.

**Legal Issues**

This is a United Kingdom website and is subject to United Kingdom law. The Children's Farm Park may disclose personal information without your permission when required by law, or in the good faith belief that such action is necessary to protect against harmful activities to the Children's Farm Park, visitors, associates, or property (including this website.)