

## **Privacy Notice**

This Privacy Notice explains how we – Shell Grotto Ltd, the Friends of the Shell Grotto and Shell Grotto Trading - use any personal information you give us and that we collect about you when you use our services and website.

For the purposes of the Data Protection Act, the Data Controller is the Director of The Shell Grotto Ltd.

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

We collect personal information about you, such as your name and address and the details we require for payment, when you register with us, purchase tickets or place an order for products or services. We also collect information when you voluntarily complete customer surveys, provide feedback and participate in competitions. Website usage information is collected using cookies.

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

We collect information about you to process any orders, manage any accounts and, if you agree by giving us your consent, to contact you with updates about our latest news, events and offers which we think may be of interest to you.

If you have signed up to hear more from us, we may also use your information to improve the relevancy of our marketing communications. We will never sell your information or share it with third parties for their marketing purposes.

### **How will we protect your data?**

We follow appropriate security procedures in the storage and disclosure of personal data so as to guard against loss, damage and unauthorised access by third parties and have robust technological solutions to ensure your personal data is protected from unauthorised access. We also require those external parties to whom we transfer personal data to comply with the same.

### **Newsletter**

We like sending you information about our latest news, offers and events via our email newsletter, but we will only ever do this with your consent.

If you have signed up to our newsletter you can opt out at any time by clicking the 'Unsubscribe' link at the bottom of any newsletter. You can also ask to be deleted from our list at any time by contacting [info@shellgrotto.co.uk](mailto:info@shellgrotto.co.uk).

We use Mailchimp to send our email newsletter and Mailchimp securely store your personal data on our behalf. The entire Mailchimp application is encrypted to secure your personal data.

### **Access to your information and its accuracy**

You have the right to request a copy of the information that we hold about you. We want to make sure that your personal information is accurate and up to date so you may ask us to correct or remove information you think is inaccurate or unnecessary.

You also have the right to request that your data is deleted.

If you would like a copy of your personal information, please email or write to us at the following address:

Shell Grotto Ltd  
Grotto Hill  
Margate  
Kent CT9 2BU

You can also email us on [info@shellgrotto.co.uk](mailto:info@shellgrotto.co.uk)

### **Cookies**

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity.

If your browser permits you can set your computer to reject cookies, although this may affect the quality of your visit. Depending on your web browser, you may also be able to block or delete specific cookies using browser tool settings.

To find out more, read our [cookie policy](#)

### **Google Analytics**

We use Google Analytics to monitor how people use our websites and aggregate general statistics about customers, traffic patterns and related site information. It is always collected and analysed in an anonymous form.

## **Online donations**

We have enabled online donations to be made to the Friends of the Shell Grotto through Paypal.

## **Booking tickets online**

Our ticket booking system is provided by Museum Shops. The booking system collects personal information on behalf of the Grotto and enables us to process your transaction. We only use personal data where it is necessary to fulfil your order, communicate key information, products and services related to your ticket or visit and deliver customer support services. We will not disclose personal data to other parties.

We will keep your personal information regarding such transactions as ticket purchases for a maximum of three years to enable follow up if required.

If you make a booking and have opted into our email newsletter we may also use your information to improve the relevancy of our marketing communications.

## **Using our online shop**

Our Online Shop is provided through Wix and Paypal. We only collect information about you in order to process any transactions and manage any accounts. We only use personal data where it is necessary to fulfil your order, communicate key information, products and services related to your transaction and deliver customer support services. We use encryption to secure your personal data.

If you agree by giving us your consent, we may contact you with updates about our latest news and offers which we think may be of interest to you. We may also use your information to improve the relevancy of our marketing communications. For more information see the Newsletter section above.

## **Membership**

The Friends of the Shell Grotto will use your personal details to administer your Membership in accordance with the current Data Protection Act, General Data Protection Regulation, and as otherwise permitted or required by law. We will send Membership material by email, such as e-newsletters, invitations to events, surveys and conservation appeals if you have given your consent.

We will never pass on your personal details to other organisations. Your personal details are stored in the Friends of the Shell Grotto database for the duration of your

Membership and for 24 months after your Membership expires; after that we will dispose of your details securely.

### **Social media**

Our website uses the Facebook and Twitter share functionality on some pages.

Find out more about privacy on Facebook - <https://www.facebook.com/about/basics>

Find out more about privacy on Twitter - <https://twitter.com/privacy?lang=en>

### **Other websites**

Our website contains links to other websites. This privacy policy only applies to websites managed by the Grotto, so if linking to other websites please refer to their privacy policies for further information.

### **Changes to our Privacy Notice**

We keep our Privacy Notice under regular review and we will place any updates on this web page. This Privacy Notice was last updated on 14 August 2020.

### **If you have any questions about this Privacy Notice please contact:**

The Shell Grotto  
Grotto Hill  
Margate  
Kent CT9 2BU

Or email [info@shellgrotto.co.uk](mailto:info@shellgrotto.co.uk)

For independent advice about data protection, privacy and data sharing issues, you can contact the Information Commissioner at:

Wycliffe House, Water Lane  
Wilmslow, Cheshire, SK9 5AF

For more information, you can visit their website here - <https://ico.org.uk/>