

## **Privacy Policy**

We respect the privacy of our customers therefore we are committed to the following privacy policy, which is designed to give you peace of mind and confidence.

### **WHAT PERSONAL INFORMATION DO WE ASK FOR?**

In order to complete the survey and be included within the competition, we will ask for your name, your postal address and your e-mail address. We'll also ask you for your telephone number in case we need to contact you urgently regarding your booking.

### **HOW DOES MERLIN ENTERTAINMENTS USE THIS PERSONAL INFORMATION?**

We need your 'name' so we can confirm who completed the survey. We need your 'name' and 'address' to confirm contact details. We might use your 'telephone number' in order to contact you. We may

also use this information to let you know about any special offers/promotions we think would be of interest to you. We may also use your IP (Internet Protocol) address to diagnose problems with our server and administer the site - monitoring visitor traffic patterns and site usage to help us develop and improve the Merlin Entertainments site further.

## **HOW DOES MERLIN ENTERTAINMENTS PROTECT CUSTOMER INFORMATION?**

All the information you give SurveyMonkey is protected by a secure server. The secure server software SSL (Secure Socket Layers) encrypts all information you enter before it is sent to us. The information is only de-encrypted when it reaches our server. You can tell our site is secure as a small locked padlock will appear in the bottom left of your browser to show that you can safely send credit card details through our site. Another indicator is that our secure pages will not display a 'security alert' message. We also have a Firewall (security software) in place to protect our internal information from the Internet.

## **DOES MERLIN ENTERTAINMENTS SITE USE COOKIES?**

Yes, Merlin's Educational Toolbox uses 'temporary cookies', which are only used during the booking process. (A cookie is a small piece of information sent by a web server to store on a web browser so it can later be read back from that browser. This is useful for having the browser remember some specific information (ref. Cookie Central).

**WILL THE SURVEY DISCLOSE ANY OF THIS PERSONAL INFORMATION TO THIRD PARTIES?**

Merlin Entertainments will only disclose your name and booking details for operational purposes. We will not pass on your details to other companies for their marketing purposes. We won't disclose credit/debit card numbers unless we believe in good faith that the law requires it.

**WILL MERLIN ENTERTAINMENTS USE THE INFORMATION I GIVE FOR DIRECT MARKETING?**

Yes, but we ask you for your permission and we'll only send you details of products the Merlin Entertainments Group offer.