

Terms of Business – Privacy and Data Protection

We are Valley Rail Ltd, a company registered in England and Wales number 14993250. Our registered office is Perrygrove Farm, Perrygrove Road, Coleford, GL16 8QB. The following documents contain the conditions under which we do business. In all documents “you” refers to any person with whom we do business.

STANDARD CONDITIONS This document contains our Standard Conditions which apply to everything we do.

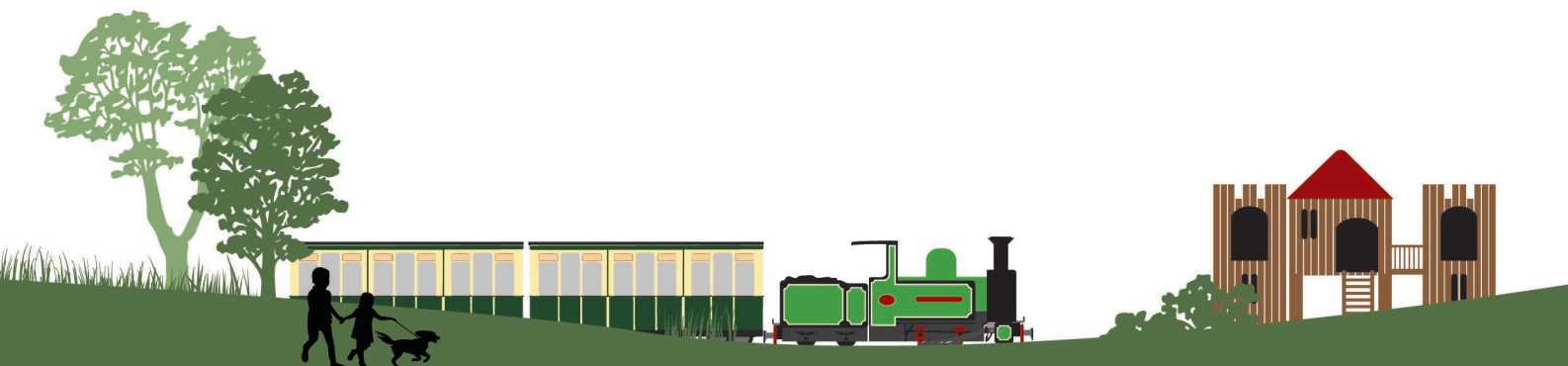
ONLINE TICKET SALES These include our conditions relating to distance selling

PRIVACY AND DATA PROTECTION POLICY This explains how we deal with private information

All these documents are published on our website. In addition our booking forms, payment plans, tickets and written correspondence include conditions which are specific to individual transactions. In the unlikely event that a provision in the Standard Conditions conflicts with a condition in another document the other document will take precedence.

Privacy and Data Protection

Last updated 4th July 2024



General

We may collect and retain for a period of up to 3 years, personal data for the purposes of providing and informing you about services and goods, for security, and as evidence in the event of any dispute. We will never give your personal data to anyone else unless we are compelled to do so by law, or we decide that it is needed as evidence, or we sell our business as a going concern in which case we may give it to the purchaser. If you tell us that you no longer wish to be contacted for marketing purposes we will remove you from our email list. Valley Railway Adventure is open to the public and the law relating to photography in public places applies here. You may take photographs and moving images for your own private purposes, and we may take and use them for any lawful purpose without making any payment.

Valley Railway Adventure is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. Valley Railway Adventure may change this policy from time to time. You should check this document from time to time to ensure that you are happy with any changes.

If you make a purchase from us we will create records with your data relating to that purchase. You will be asked to opt in for any correspondence not relating to the specific purchase – for example information on similar products or events that you may find interesting.

What we collect

We may collect the following information:

- name and job title
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

What we do with the information we gather

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

- Internal record keeping.
- We may use the information to improve our products and services.



The Valley

Railway Adventure

- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customize the website according to your interests.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

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 traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

