

# GDPR Privacy Policy - The Exotic Animal Encounter

## 1. Introduction

The Exotic Animal Encounter is committed to protecting the privacy and security of all clients, website visitors, and individuals who contact us. This Privacy Policy explains how we collect, use, store, and protect personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## 2. Who We Are

The Exotic Animal Encounter provides educational animal encounters, event appearances, sensory sessions, and phobia support sessions. We operate within the United Kingdom and act as the Data Controller for all personal data collected through our website and communication channels. Our Animal Activities Licence number is LN/201300333.

## 3. Personal Data We Collect

We may collect the following information:

- Name
- Email address
- Phone number
- Event or session details
- Any additional information voluntarily provided via contact forms or email
- Technical data such as IP address, browser type, and cookies when visiting our website

## 4. How We Collect Personal Data

Personal data is collected when:

- You submit a contact form on our website
- You email or call us directly
- You interact with our website (cookies, analytics)

## 5. Lawful Basis for Processing

We process personal data under the following lawful bases:

- Consent: When you submit a contact form or request information
- Contract: When processing is necessary to provide services you have requested

- Legitimate Interests: To improve our website, respond to enquiries, and manage business operations

## **6. How We Use Personal Data**

We use your information to:

- Respond to enquiries
- Provide quotes and service information
- Manage bookings and deliver services
- Improve website performance and user experience
- Maintain internal records

## **7. Data Sharing and Third Parties**

We do not sell or share your personal data with third parties for marketing purposes. Data may be shared with trusted service providers only when necessary (e.g., website hosting, email services) and always under strict confidentiality agreements.

## **8. Cookies and Website Tracking**

Our website may use cookies and analytics tools to improve functionality and user experience. Users can manage cookie preferences through their browser settings.

## **9. Data Retention**

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected. Contact form submissions and enquiry details are typically retained for up to 24 months unless required longer for legal or operational reasons.

## **10. Data Security**

We implement appropriate technical and organisational measures to protect personal data from loss, misuse, unauthorised access, or disclosure.

## **11. Your Rights Under UK GDPR**

You have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data (where applicable)

- Object to processing
- Request restriction of processing
- Request data portability

To exercise these rights, please contact us using the details below.

## **12. Contact Information**

For any GDPR or privacy-related enquiries, please contact:

The Exotic Animal Encounter

Email: [the\\_exotic\\_animal\\_encounter@outlook.com](mailto:the_exotic_animal_encounter@outlook.com)

Phone: +447539446205

Licence Number: LN/201300333

## **13. Updates to This Policy**

We may update this Privacy Policy from time to time. The latest version will always be available on our website.