

## WildSide Data Privacy and Terms of Use

WildSide is committed to protecting and respecting your privacy.

This privacy statement sets out the basis on which we will process any personal information that we may collect about you as a visitor to our website. We therefore ask you to read this privacy statement carefully.

### The information that we collect about you

We may collect and process the following information about you:

- **Information that you give us:** This is information about you that you give to us by: (i) filling in forms on our website (or other forms that we ask you to complete) or (ii) corresponding with us by telephone, post, email or otherwise. It may include, for example, your name, address, email address, and telephone number. We don't ask you to provide your full name if you don't want to be identified by that.
- **Information that our website and other systems collect about you:**
  - If you visit our website, Wordpress will automatically collect some information about you and your visit, including the internet protocol (IP) address used to connect your device to the internet, your location, and some other information such as your browser type and version and the pages on our website that you visit. Wordpress may also download "cookies" to your device.
  - If you exchange emails, telephone conversations, or other electronic communications with our employees and other staff members, our information technology systems will record details of those conversations, sometimes including their content.

### How we use your personal data

We may use your information for the following purposes:

- To operate, administer, and improve our website and other aspects of the way in which we conduct our operations.
- To contact our users and to check that our users are real people.
- To protect our website from misuse.
- To comply with our legal and regulatory obligations and bring and defend legal claims.



- To operate, manage, develop, and promote our business and, in particular, our relationship with our website users – for example, for marketing purposes.

We may from time to time review information about you held in our systems – including the contents of and other information related to your email and other communications with us.

This may include reviews for the purposes of disclosure of information relevant to litigation and/or reviews of records relevant to internal or external regulatory or criminal investigations.

To the extent permitted by applicable law these reviews will be conducted in a reasonable and proportionate way and approved at an appropriate level of management. They may ultimately involve disclosure of your information to governmental agencies and litigation counterparties as described below.

We will only process your personal information as necessary so that we can pursue the purposes described above, and then only where we have concluded that our processing does not prejudice you or your privacy in a way that would override our legitimate interest in pursuing those purposes.

In exceptional circumstances we may also be required by law to disclose or otherwise process your personal information. We will tell you, when we ask you to provide information about yourself, if provision of the requested information is necessary for compliance with a legal obligation or, on the other hand, if it is purely voluntary and there will be no implications if you decline to provide the information.

Otherwise you should assume that we need the information for our business or compliance purposes (as described above). If you are uncertain as to WildSide's need for information that we request from you, please get in touch with us.

## **Disclosure of your information**

We may disclose personal information about you where we have obtained your consent or where it is reasonably necessary for the various purposes set out above.

In exceptional circumstances, we may be required to disclose personal information:

- To competent regulatory, prosecuting and other governmental agencies, or litigation counterparties, in any country or territory.
- Where we are required by law to disclose.

These disclosures may involve transferring your personal information overseas. If you are dealing with us within the European Economic Area (or the UK, after it has left the European Economic Area), you should be aware that this may include transfers to countries outside the European Economic Area / UK, which do not have similarly strict data privacy laws. In those cases, where we transfer personal data to other members of the WildSide group or our service providers, we will ensure that our arrangements with them are governed by data transfer agreements or mechanisms, designed to



ensure that your personal information is protected (including, where appropriate, under an agreement on terms approved for this purpose by the European Commission).

### **Retention and deletion of your information**

We intend to keep your personal information accurate and up-to-date. We will delete the information that we hold about you when we no longer need it.

We will retain your information for no longer than five years after our most recent communication with you, after which it will be deleted or anonymised.

### **Your rights**

You may have a right of access to the personal information that we hold about you, and to some related information, under data protection law.

- You can also require any inaccurate personal information to be corrected or deleted.
- You can object to our use of your personal information for direct marketing purposes at any time and you may have the right to object to our processing of some or all of your personal information (and require them to be deleted) in some other circumstances.

In some circumstances, you may also have a "data portability" right to require us to transfer your personal data to you or to a new service provider.

If you wish to exercise any of these rights, please contact us via the contact form on the WildSide website.

You can also lodge a complaint about our processing of your personal information with the body regulating data protection in your country (details are available here: [http://ec.europa.eu/justice/data-protection/article-29/structure/data-protection-authorities/index\\_en.htm](http://ec.europa.eu/justice/data-protection/article-29/structure/data-protection-authorities/index_en.htm)).

### **Liability**

Please note that we only provide our site for domestic and private use. You agree not to use our site for any commercial or business purposes, and we have no liability to you for any loss of profit, loss of business, business interruption, or loss of business opportunity.

WildSide's recommendations are either based on our own honest opinions after having visited the places or the reviews submitted of places through the forms. We ask that anyone who submits a form does so honestly, and doesn't include any libellous or defamatory material. You rely on the information or recommendations at your own risk.