



Privacy Policy

Effective Date: September 9, 2024

Wonder Entertainments Limited ("we", "our", or "us"), trading as **Wonder - World of Imagination**, is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, process, and safeguard your personal data when you visit our play centre, book play sessions or birthday parties, or use our website.

1. Important Information and Who We Are

Data Controller

Wonder Entertainments Limited is the data controller responsible for your personal data.

- Company Registration Number: 16183050
- Registered Address: Unit 22/23, Fareham Shopping Centre, Fareham, Hampshire, PO16 0PE
- Telephone: 023 9200 4862
- Email: info@wonder-imagination.co.uk

Supervisory Authority

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.

2. The Data We Collect About You

We may collect, use, store, and transfer different kinds of personal data about you and your family, which we have grouped together as follows:

- **Identity Data:** Parent/guardian full name, title, and children's names and dates of birth/ages.
- **Contact Data:** Billing address, email address, and telephone numbers.
- **Financial Data:** Payment card details (processed securely via our third-party payment processor; we do not store full card numbers on our local systems).
- **Transaction Data:** Details about play session bookings, birthday party reservations, payments, and services purchased from us.
- **Technical & Usage Data:** Information about how you use our website, IP address, browser type, and analytics data collected via Google Analytics.

3. How We Collect Your Personal Data

We use different methods to collect data from and about you, including:

- **Direct Interactions:** You provide us with Identity, Contact, and Financial Data by filling in booking forms on our website, reserving play sessions or birthday parties, or communicating with us by phone or email.
- **Automated Technologies or Interactions:** As you interact with our website, we may automatically collect Technical Data about your equipment and browsing actions using Google Analytics and cookies.

4. How We Use Your Personal Data & Legal Bases

We will only use your personal data when the law allows us to. The table below outlines our processing activities and the legal grounds for doing so:

Purpose/Activity	Type of Data	Lawful Basis for Processing
To register you as a new customer and manage your account	Identity & Contact	Performance of a contract with you
To process and deliver	Identity,	(a) Performance of a

Purpose/Activity	Type of Data	Lawful Basis for Processing
your booking including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	Contact, Financial & Transaction	contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey	Identity & Contact	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	Identity, Contact & Technical	Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)

5. Disclosures of Your Personal Data

We share your personal data with trusted third-party service providers who process data on our behalf to help us run our business:

- **Appointed:** Our online appointment and booking platform used to manage play session and party reservations.
- **Stripe:** Our secure payment gateway provider used to process card transactions safely.
- **Website Hosting & IT Infrastructure:** Providers that host our website and store server logs.

- **Google Analytics:** Provider of web measurement services to analyze website traffic and user behavior.

All third-party service providers are required to respect the security of your personal data and treat it in accordance with UK data protection laws.

6. Data Retention

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. Under UK tax law, we are required to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

When personal data is no longer required, it will be securely deleted or anonymized.

7. Children's Data

Because we operate an immersive children's role-play centre, we collect children's names and ages solely for booking management, party arrangements, and ensuring age-appropriate experiences. This data is collected strictly through the child's parent or legal guardian. We do not knowingly collect data directly from children under the age of 13.

8. Cookies and Web Analytics

Our website uses cookies and similar tracking technologies (such as Google Analytics) to distinguish you from other users and analyze site performance. You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.

9. Your Legal Rights

Under UK GDPR, you have rights in relation to your personal data, including the right to:

- **Request access** to your personal data (Subject Access Request).
- **Request correction** of inaccurate or incomplete personal data.
- **Request erasure** of your personal data ("right to be forgotten").
- **Object to processing** of your personal data or request restriction of processing.

- **Request transfer** of your personal data (Data Portability).
- **Right to withdraw consent** at any time where we are relying on consent to process your personal data.

If you wish to exercise any of these rights, please contact us at info@wonder-imagination.co.uk.

10. Contact Us

If you have any questions about this Privacy Policy or our privacy practices, please contact us at:

Wonder Entertainments Limited
Unit 22/23, Fareham Shopping Centre
Fareham, Hampshire, PO16 0PE
Email: info@wonder-imagination.co.uk
Phone: 023 9200 4862