How We Use Your Information
Privacy Notice for Visitors and Members

Noah's Ark Zoo Farm

July 2026

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- **Introduction**

1 This notice is to help you understand **how** and **why** Noah's Ark Zoo Farm collects personal data about you and **what** we do with that information. It also explains the decisions that you can make about your information.

2 Noah's Ark Zoo Farm is responsible for processing your personal data. Noah's Ark Zoo Farm is referred to as "**Noah's Ark**", "**we**", "**our**" or "**us**" in this privacy notice.

3 This notice is aimed at all visitors to our zoo, including those who hold memberships with the zoo, as well as individuals who make online purchases, those who have signed up to our newsletters, and donors.

4 This notice may be amended at any time.

- **What is "personal data"?**

5 Personal data is information about you from which you can be identified (either directly or indirectly).

6 This includes your contact details, emergency contact details and financial information. CCTV images, photos and video recordings of you are also your personal data.

- **What personal data do we collect, how do we obtain it and how long do we keep it?**

7 We collect information about you when you make a purchase at Noah's Ark Zoo Farm or from our website, create a membership account, participate in our events or contests, make a donation, contact our customer services, or request to receive communications.

8 We collect information about you for the purposes of fulfilling a request by you, allowing entry to the Farm, processing donations and sales, ensuring security at Noah's Ark and complying with our health and safety obligations.

9 We may collect medical information and/or allergen information on first aid forms and animal experience booking forms.

10 We will hold information about your contact details such as your name, email, telephone number, shipping and billing address.

11 We will hold information about your personal details such as your gender, home address, date of birth and purchase history.

12 We will hold and use your financial information such as your payment or credit card information.

13 We will hold images, photographs and video recordings of you for your membership card, when you appear on CCTV footage and, where applicable, photographs captured as part of our contractor and business visitor sign-in process for identification and site security purposes.

14 We will hold information about your personal preferences including your marketing and cookie preference.

15 **Visitors to our premises for business purposes**
Where you visit Noah's Ark Zoo Farm as a contractor, supplier, consultant, delivery driver, interviewer, inspector or other business visitor, we collect personal information through our electronic visitor management system. This may include your name, company, job role, email address, telephone number, vehicle registration, photograph and your acknowledgement of our site health and safety requirements. This information is collected to manage access to our site, maintain security, comply with our health and safety obligations and respond effectively in the event of an emergency.

- **The purposes for which we use your personal data and the lawful bases**

16 We use your personal data in order to:

16.1 provide you with a service or product you have requested. For example, if you make a purchase from us, we will use information about you, such as delivery or payment information, or the product you have purchased to help you resolve a problem or question.

16.2 provide you with marketing communications and news concerning Noah's Ark Zoo Farm products, services, events and other promotions where you have consented to receiving this information.

16.3 administer your membership with us where you have requested to become a member.

16.4 enable us to accommodate medical needs and respond to medical emergencies.

16.5 operate, improve and maintain our business. For example, when you make a purchase, we use that information for accounting, audits and other internal functions. We may use personal data about how you use our products and services to enhance your user experience and to help us diagnose technical and service problems and to administer our website.

16.6 enable us to comply with our legal obligations, to assist us regarding the management and operation of the Noah's Ark Zoo Farm and to advance and protect our interests, objects and reputation. For example, we may use your personal data to prevent or detect fraud, abuse, illegal use, violations of our Terms of Use, and to comply with court orders, governmental requests and applicable law; and

16.7 conduct general research and analysis so that we can understand customer behaviour and preferences. For example, we may use information about how visitors to our website search for and find products to better understand the best ways to organise information on our website.

17 Our lawful bases for using your personal data are as follows:

17.1 **Consent:** We will ask you for your consent to receive marketing materials from us. You can take back this consent at any time. Any use of your personal data before you withdraw your consent remains valid. You can contact info@noahsarkzoofarm.co.uk if you would like to withdraw any consent given.

17.2 **Contract:** We need to use your personal data in order to comply with our contractual obligations and for you to perform your obligations as well. This includes where you have asked us to do something before entering into a contract.

17.3 **Legitimate interests:** This means that we are using your personal data where this is necessary for our legitimate interests or someone else's legitimate interests.

17.3.1 Specifically, we have a legitimate interest in delivering a service to you, making sure that we are able to enforce our rights against you, for example, investigating if something has gone wrong and protecting Noah's Ark (e.g. if you make a complaint), and promoting and improving the way that we operate.

17.3.2 In addition, your personal data may be processed for the legitimate interests of others. For example, you have a legitimate interest in receiving a particular service or product from Noah's Ark.

17.3.3 We may also use data about you for our own internal record keeping and research purposes, such as to analyse visitor demographics for the purposes of future planning. Where possible, we will anonymise this information before use, but we may occasionally use identifiable information for this purpose.

17.4 **Legal obligation:** We have to comply with various laws and this entitles us to use your personal data where necessary to do this. For example, to fulfil our health and safety obligations, or obligations to regulators such as the Information Commissioner's Office.

17.5 **Vital interests:** In limited circumstances we may use your personal data to protect your vital interests or the vital interests of someone else. For example, to seek medical assistance in a life-threatening emergency.

- **The section below contains more information about our purposes for using your personal data and the lawful bases. Our purposes and lawful bases in more detail**

This section contains more detail about the purposes for which your personal data is used, the applicable lawful basis or bases as well as further information about sources and recipients. It does not say anything different to what's set out above but goes into more detail.

We have used a colour coded system so that you can see which bases we are relying on for each of the purposes described in paragraph 17 above. LI means legitimate interests, CT means contract, LO means legal obligation, CO means consent, and VI means vital interests. So if we have put (LI, CT) that means we are relying on both legitimate interests and contract for that purpose.

18 We commonly use personal data for:

18.1 ensuring that we provide a safe and secure environment for our visitors (LI, LO).

18.2 providing services or products to our customers (such as administering tickets to access the zoo or providing memberships) (LI, CT).

18.3 provide you with marketing communications and news concerning Noah's Ark products, services, events and other promotions where you have requested to receive this information (CO, LI).

18.4 protecting and promoting our interests, reputation and objects (LI).

18.5 assisting us regarding the management and operation of our business (LI).

18.6 fulfilling our contractual and other legal obligations (CT, LO).

19 Some specific examples of when we use your personal data are set out below:

19.1 We will use your personal data when dealing with any complaints with which you are involved (LI).

19.2 We will use your personal data to ensure the security of our site(s), which may involve issuing you with a photocard. (LI).

19.3 We use CCTV recordings for the purposes of crime detection and prevention and to help keep our site safe. We may also use CCTV recordings in connection with our obligation to safeguard the welfare of our staff and visitors. Sometimes CCTV recordings are used in relation to incidents and accidents. (LI).

19.4 We will use your personal data to take other steps to make sure our site and buildings are safe, for example, we use an electronic visitor management system to record contractors and business visitors entering and leaving our site. This information, including photographs taken at sign-in where applicable, enables us to identify individuals on site, manage emergency evacuations, comply with health and safety obligations, maintain site security and investigate incidents where necessary. (LI, LO).

19.5 We may use your personal data in connection with legal disputes (LI, LO).

19.6 On occasion, we may need to share your personal data with the police for the prevention or detection of crime or the apprehension or prosecution of offenders. We will only do this in specific circumstances to assist the police with their investigations. Sometimes, CCTV recordings may be disclosed to third parties such as the police (LI, LO).

19.7 We will use your personal data to accommodate medical needs when you are on site (CO, LI). Where we use special category data for this purpose we will be relying on substantial public interest, unless explicit consent has been obtained.

19.8 We may need to share your personal data if there is an emergency, for example, if you are hurt in an accident (LI, VI).

19.9 Monitoring and analysing our supporter base/visitor demographic/purchasers with a view to improving our services or enhancing our marketing (LI).

20 As you will see from the above, in some cases we will rely on more than one lawful basis above for a particular use of your information.

21 We use service providers (known as processors) to handle personal data on our behalf for the following purposes:

21.1 IT consultants who might access information about you when checking the security of our IT network;

21.2 we use third party service providers who process credit cards and payments, host, manage and service our data, distribute emails, conduct research and analysis, manage brand and product promotions, as well as administer certain services and features.

21.3 Our electronic visitor management system provider, which securely collects, stores and manages contractor and business visitor sign-in records. This may include names, company details, job roles, contact details, vehicle registration numbers, photographs and health and safety acknowledgements. The system is used to manage site access, maintain security, support emergency evacuation procedures and assist us in meeting our health and safety obligations.

21.4 All third-party processors are required to process personal data only in accordance with our instructions, maintain appropriate security measures and comply with applicable data protection legislation.

If you have any questions about any of the above, please speak contact info@noahsarkzoofarm.co.uk.

- **Transfers of your personal data overseas**

When we send personal data outside of the UK, we have to consider if the other country has the same level of protection for personal data as there is in the UK. Some countries are considered by the UK Government to have adequate rules and this includes all of the European Union and some other countries, such as, New Zealand, Norway, Switzerland and Argentina.

Where a country does not have an adequacy decision, we will ensure that there is an appropriate safeguard, or derogation, in place before transferring your data.

We will provide you with additional details about where we are sending your personal data, whether the country has an adequacy finding, and if not the safeguards which we have in place outside of this notice.

If you have any questions about the safeguards that are in place, please contact the info@noahsarkzoofarm.co.uk.

- **For how long do we keep your personal data?**

22 To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

23 In some cases we may keep your personal data for a longer time than usual but we would only do so if we had a good reason and only if we are allowed to do so under data protection law.

- **Processing in line with your rights**

24 Data protection legislation gives you a number of rights in your information. Your rights are as follows:

24.1 **Correction:** if information that we hold about you is incorrect or incomplete you can ask us to correct it;

24.2 **Access:** you can also ask what information we hold about you and be provided with a copy of it. This is commonly known as making a subject access request. We will also give you extra information, such as why we use this information about you, where it came from and who we have sent it to;

24.3 **Deletion:** you can ask us to delete the information that we hold about you in certain circumstances. For example, where we no longer need the information;

24.4 **Portability:** you can request the transfer of your personal data to you or to a third party in a format that can be read by computer. This applies where (a) the information has been provided by you; (b) the basis that we are relying on to process your personal data is consent or contract (please see "Our purposes and lawful bases in more detail" above); and (c) the information is being processed by us electronically (such as on a computer);

24.5 **Restriction:** you can request that we restrict how we use your personal data in certain circumstances.

24.6 **Object:** you may object to us using your personal data where:

24.6.1 the lawful basis on which we are relying is legitimate interests. Please see the section "The purposes for which we use your personal data and the lawful bases" above;

24.6.2 if we ever use your personal data for scientific or historical research purposes or statistical purposes.

24.6.3 The Data Protection Lead can give you more information about your data protection rights. To exercise any of your rights you can speak to the Data Protection Lead at info@noahsarkzoofarm.co.uk.

25 This privacy notice does not, and is not intended to, give you any rights which you did not already have.

26 Contact: If you would like any further information about anything within this notice, please contact the Data Protection Lead. The Data Protection Lead's contact details are info@noahsarkzoofarm.co.uk.

27 Please speak to the Data Protection Lead if:

27.1 you would like us to update the information we hold about you; or

27.2 you would prefer that certain information is kept confidential.

28 You have a right to lodge a complaint with the Information Commissioner's Office - www.ico.org.uk. If you do have any concerns about how we have handled your personal data, we would kindly ask that you contact us in the first instance before you speak to the ICO so that we have an opportunity to put things right.

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