**DATA COMPLIANCE**

**HOW WE PROCESS PERSONAL INFORMATION**

Please note the venue you have signed up to is a part of The Brighton Pier Group PLC (BPG) and as such this information is applicable to the all divisions and venues. BPG will be referred to without and all subject matter is applicable to all divisions and venues.

This is how The Brighton Pier Group PLC processes personal information

**A.** We process personal information about our customers as a natural part of The Brighton Pier Group PLC’s activities and marketing. It is BPG’s policy to be open about how we process such information and to only process such data as is deemed necessary for marketing and only with the express consent of the data subject.

**B.** BPG collects, stores and processes information regarding names, addresses, photos, e-mail addresses, telephone numbers and dates of birth once consent by the data subject has been given.

**C.** The information is used by BPG to give its customers the best possible information regarding activities and offers in the site to which they have signed up their details for.

**D.** BPG attaches importance to the fact that all personal information is kept confidential, and that the information can only be processed by employees who have received training in how the personal information is to be processed to avoid the information being deleted or it getting into the wrong hands.

**E.**Just so you know we do not share your details with any third parties, your information is kept solely to keep you up to date with all the exciting events and deals at Brighton Place Pier.

**F.** You can unsubscribe at any time by contacting [reception@brightonpalacepier.co.uk](mailto:reception@brightonpalacepier.co.uk)

**G.** In addition you have the right to be forgotten by contacting reception@brightonpalacepier.co.uk In which case all your data will be permanently removed from the data base and you will be informed when it is completed.

**H.** BPG guarantees that it updates the stored information as necessary, so that the personal information is not kept for longer than necessary. When a membership is cancelled, all the relevant information for the customer in question will be deleted.

**I.** BPG members are entitled to see what information BPG processes about them and for which purpose the information is processed. Members are also entitled to object to the information being processed and have the right to request rectification, deletion or blocking of information which is incorrect, misleading or in a similar way is being processed in contravention of the law. Members who want to make use of these rights can contact The Brighton Pier Group PLC at 36 Drury Lane, London, WC2B 5RR.

**COOKIES**

A cookie is a small file of letters and numbers downloaded on to a device when the user accesses certain websites. Cookies allow a website to recognise a user’s device.

The cookies that we use within Brighton Palace Pier allow us to improve and customise your user experience. We do not collect any personal information from you that could be used to identify you. We don’t know who you are, where you live or anything else like that - so no worries there! The only time we’ll ever keep any information like that is if you give us your express permission and provide us with your details, for example if you sign up to our newsletter or enter a competition.

The cookies that we use within are for: reception@brightonpalacepier.co.uk

**GOOGLE ANALYTICS**

We use google analytics to track things like how many people visit our site, where they come from, what pages they visit and how long they stay. This information is important to us as it allows us to know what content people are interested in and we use this information to make improvements to our site. Google analytics doesn’t allow us to see any personal information about you - so we have no idea who you are, where you live, what your contact details are or what you’ve had for your dinner.

**FACEBOOK**

We've integrated some features in to our site to allow you to ‘like’ our facebook page or share content from our site on to your facebook wall. To do this our site uses facebook cookies so that facebook knows who you are when you are trying to use their features within our site.

**TWITTER**

We’re fans of a tweet from time to time and we know a lot of you are too, so we use some twitter cookies within our site. These allow us to integrate functionality from Twitter that allows you to follow us and share content from our site on your twitter feed.

**WANT MORE INFO?**

If you would like further information on our cookies and privacy policy, please write to us at:

Brighton Palace Pier

Madeira Drive

Brighton

E Sussex

BN2 1TW