PRIVACY POLICY

Battle of Britain Dodgems Ltd
battleofbritaindodgems.co.uk
Version 5
Last updated: October 2026

1. Introduction

This Privacy Policy explains how Battle of Britain Dodgems Ltd collects, uses, stores and shares your personal data when you visit our website, make a booking, complete a Safety & Participation Waiver, visit our venue, take part in an activity, contact us, or otherwise engage with our services. We are committed to protecting your privacy and to handling your personal data in an open and transparent manner, in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Data (Use and Access) Act 2025 where it amends UK data protection law.

Please read this policy carefully. If you have any questions, please contact us using the details in Section 15.

2. Who We Are

Battle of Britain Dodgems Limited is the Data Controller for the personal data collected through this website and at our venue. Our details are:

Company name	Battle of Britain Dodgems Limited
Company number	15702809
Registered address	Unit 3 Imperial Park, Empress Road, Southampton, SO14 0JW
Telephone	07984 864 967
Email	info@battleofbritaindodgems.co.uk
Website	battleofbritaindodgems.co.uk

3. About Our Venue and Services

Battle of Britain Dodgems is an entertainment and educational attraction based in Southampton, offering a unique experience for families, school groups and corporate visitors. Our attractions and services include:

- Dogfight Dodgems - our signature dodgems arena with Spitfire and German aircraft-themed cars and integrated infrared targeting/scoring gameplay
- Flight Simulators - immersive aerial combat experiences
- Shooting Range
- Café
- Corporate events and group bookings
- Gift vouchers, when offered
- On-site merchandise and retail

The nature of our business means we collect personal data across several touchpoints. Each of these is explained in this policy.

4. Personal Data We Collect and Why

We collect and process personal data in the following circumstances. For each activity, we identify the legal basis under Article 6 of the UK GDPR (and where applicable, Article 9 for special category data).

Most of the personal data described below is provided directly by you. We may also receive limited information about a participant or visitor from a lead booker, parent or other person with parental responsibility, Responsible Adult, or group organiser, and may receive information from service providers, insurers, emergency services or relevant authorities where connected with a booking, payment, incident, claim or legal requirement. Where required, we will provide the person concerned with appropriate privacy information.

If you give us another person's details, for example an emergency contact, please make them aware that you have provided their information to us and that this Privacy Policy is available. Where information is required to make or administer a booking, complete the Safety & Participation Waiver or safely take part in an activity, failure to provide it may mean we cannot complete the booking or allow participation. The standard Safety & Participation Waiver does not ask participants to disclose a diagnosis or medical history; it asks participants to read and consider health and suitability information before choosing to participate.

4.1 Website Enquiries and Contact Forms

When you submit an enquiry through our website, or contact us by email, telephone or social media, we may collect your name, email address, telephone number, the content of your message and our correspondence with you.

Legal basis: Legitimate Interest (UK GDPR Article 6(1)(f)) - it is reasonable for you to expect to be contacted having voluntarily submitted your details via an enquiry form.

4.2 Online Bookings via FuseMetrix

We use FuseMetrix, a specialist leisure booking and management platform, to handle online bookings for Dogfight Dodgems, Flight Simulator sessions, birthday parties, school visits, corporate/private bookings and other pre-booked packages. The Shooting Range is normally purchased on site, although it may be included within a pre-booked package. When you make a booking, the following data may be collected:

- Full name(s) of the lead booker and, where relevant, participants
- Email address and telephone number
- Billing address
- Booking details (activity, date, time, number of participants)
- Booking history and communication preferences
- Gift voucher redemption details where applicable, once gift vouchers are offered

Legal basis: Performance of a Contract (UK GDPR Article 6(1)(b)) for personal data about the person making the booking where processing is necessary to fulfil the booking and provide the services requested. Where a lead booker supplies limited participant information about another person, our Legitimate Interests (Article 6(1)(f)) in administering the booking and attendance may apply instead.

Where FuseMetrix processes personal data solely on our instructions in providing booking and customer-management services to us, it acts as our Data Processor. FuseMetrix may also process certain information for its own purposes as explained in its own privacy information. Its privacy policy can be found at: www.fusemetrix.com/privacy-policy.

4.3 Digital Safety & Participation Waivers

For this policy, a Responsible Adult means an adult aged 18 or over who may supervise or accompany a child. This is separate from parental responsibility, which is required to complete the Safety & Participation Waiver for a person under 18.

Only Activity Participants are required to complete one Safety & Participation Waiver for each visit before taking part. Spectators, accompanying visitors and café-only guests do not complete the Waiver solely because they enter the venue, although they must comply with the Terms & Conditions, venue rules, signage and staff instructions. For online bookings, the Waiver is completed separately after payment and before participation. The same Waiver covers the Participant's entire visit and any Activity they later choose to take part in during that visit; no second participant Waiver is required.

The Waiver may include:

- Full name and date of birth of the Participant
- Acknowledgement of the venue rules, Terms & Conditions and safety requirements
- The health and suitability warnings and acknowledgement contained in the Waiver; the standard Waiver does not ask the Participant to disclose a diagnosis or medical history
- For an under-18 Participant only, an optional emergency contact name and telephone number
- For a Participant under 18: the name of the parent or other person with parental responsibility completing the Waiver, their relationship to the child, and their electronic signature/acceptance. Under-18 Waivers must be completed online before arrival. A Responsible Adult who is supervising or accompanying a child does not gain authority to sign the Waiver unless they also have parental responsibility.
- Electronic signature/acceptance information and the date/time the Waiver was completed.

Legal basis: Safety & Participation Waiver information is processed where necessary for Performance of a Contract (Article 6(1)(b)) and/or our Legitimate Interests (Article 6(1)(f)) in managing safety acknowledgements, participation records, incidents and potential claims. The standard Waiver does not ask Participants to disclose a diagnosis or medical history. Section 5 explains the separate, limited circumstances in which we may process health information that a person provides to us outside the standard Waiver.

Note: Waiver data for Participants under 18 is handled with particular care. See Section 6 for details.

4.4 Payment Processing via Dojo

All card payments made through our website and at our venue are processed through Dojo, a trading name of Paymentsense Limited. Paymentsense Limited is the relevant Data Controller for the payment processing activities it carries out for its own legal and regulatory purposes, as explained in Dojo's privacy policy. Dojo operates a PCI DSS compliant payment environment. Battle of Britain Dodgems Ltd does not store or have access to your full payment card number or card security code. We may receive limited transaction information such as the payment amount, payment status, transaction reference, card type or partial card details, and refund/chargeback information.

Legal basis (for Battle of Britain Dodgems): Performance of a Contract (UK GDPR Article 6(1)(b)) - payment and transaction information is necessary to complete and administer your booking or purchase. Dojo determines its own lawful bases for the payment processing it carries out as an independent controller.

Dojo's privacy policy can be found at: dojo.tech/legal/privacy.

4.5 CCTV

CCTV cameras operate in relevant parts of the Battle of Britain Dodgems venue for the purposes of:

- The safety of our visitors and staff
- Security and crime prevention
- Investigating accidents, incidents or complaints

CCTV is operated in accordance with applicable UK data protection law and current ICO guidance on video surveillance. Signage is displayed to inform visitors that CCTV is in operation. Routine footage is normally retained for 60 days. Footage relating to an accident or incident may be preserved for at least 5 years where required by our insurer, and longer where necessary for an active claim, investigation, legal proceeding or regulatory request. See Section 9.

Legal basis: Legitimate Interest (UK GDPR Article 6(1)(f)) - we have a legitimate interest in maintaining safety and security, preventing and investigating incidents and protecting visitors, staff and property. Legal Obligation (Article 6(1)(c)) may additionally apply where footage must be retained or disclosed in response to a legal or regulatory requirement.

4.6 Telephone Calls

We do not record telephone calls.

We may make and retain written notes of telephone enquiries or complaints where reasonably necessary to respond, administer a booking, resolve a complaint or maintain an appropriate business record.

Legal basis: Legitimate Interests (UK GDPR Article 6(1)(f)) where we keep reasonable notes of a call or enquiry; Contract (Article 6(1)(b)) may apply where the call relates directly to administering a booking or purchase.

4.7 Marketing Communications

Where permitted by law, we may contact you with news, offers and promotions relating to Battle of Britain Dodgems. This may include information about upcoming events, seasonal promotions, new attractions, gift vouchers and merchandise.

Legal basis: Consent (UK GDPR Article 6(1)(a)) where consent is required. In limited circumstances, the Privacy and Electronic Communications Regulations 2003 (PECR), as amended, may allow us to send electronic marketing to an existing customer about our own similar services using the 'soft opt-in', provided the legal conditions are met and an opt-out was offered when the details were collected and in every message. You may unsubscribe at any time by using the unsubscribe link or by contacting us at info@battleofbritaindodgems.co.uk. If you object to direct marketing, we will stop using your personal data for that purpose.

4.8 Financial and Accounting Records

We are required by law to maintain certain financial and transactional records, including records of purchases, event invoices and gift voucher transactions.

Legal basis: Legal Obligation (UK GDPR Article 6(1)(c)) and, where appropriate, Legitimate Interest (Article 6(1)(f)) - for tax, accounting, audit, fraud prevention, transaction history and dispute records.

4.9 Website Analytics and Cookies

With the relevant cookie consent, we collect website analytics and technical information such as pages visited, time spent on site, browser/device information, referring website, approximate location and pseudonymous online identifiers. Please see Section 11 and our Cookie Policy for full details.

Legal basis: Consent (Article 6(1)(a)) for personal data processed through non-essential analytics and advertising technologies. For personal data processed through strictly necessary website functions, the applicable lawful basis may be Legitimate Interest (Article 6(1)(f)) or Contract (Article 6(1)(b)), depending on the function. Cookie/device-storage consent requirements are dealt with separately under PECR and our Cookie Policy.

4.10 Gameplay and Score Displays

Our gameplay and scoring system may record car numbers, pilot ace serial numbers and scores during a game. We do not currently link or retain those gameplay results against a customer's name, email address, booking or other customer identifier. Arena score displays use the car number and/or pilot ace serial number only. Customers are responsible for remembering which car they drove if they wish to identify their own result. We do not retain gameplay scores as part of a customer's booking record or customer profile.

The gameplay scoring information described above is not intentionally linked to customer booking or contact information. If we later introduce a system that links gameplay results to an identifiable customer, we will review the data-protection implications and update this Privacy Policy before using the information in that way.

4.11 Photography and Video

We may occasionally take photographs or video during ordinary opening for use on our website, social media, advertising and other promotional material. Where an identifiable adult is a main subject, we will ask for their permission before using the image and, where we rely on consent, keep an appropriate

record of that permission. General venue or atmosphere footage may include adults incidentally; where we rely on our legitimate interests for this limited use, we will take reasonable steps to make visitors aware that photography or filming is taking place and provide a reasonable opportunity to avoid being included or to object to the use of their image. We will not intentionally use an identifiable image of a person under 18 for promotional purposes without permission from a parent or other person with parental responsibility. CCTV is separate and is not used for promotional marketing. For a specific promotional event, such as a Friends & Family promotional test day, attendees will be told in advance and a separate image-release/permission process will be used through FuseMetrix or another appropriate written form. Customers may take photographs or video in permitted public areas subject to our Terms & Conditions, safeguarding requirements and the privacy of other visitors.

Legal basis: Consent (Article 6(1)(a)) where we ask permission to use an identifiable person as a main subject of promotional material or where a separate image-release form is used. For limited general venue or atmosphere footage in which identifiable adults may appear incidentally, we may rely on Legitimate Interests (Article 6(1)(f)) after considering the privacy impact and providing an appropriate opportunity to object. Identifiable promotional images of anyone under 18 will require permission from a parent or other person with parental responsibility. Other limited image use, such as retaining evidence of an incident where lawfully obtained, may rely on Legitimate Interests or Legal Obligation as appropriate.

4.12 Venue Safety, Incidents, First Aid, Accessibility, Safeguarding and Dietary/Allergy Information

If there is an accident, incident, near miss, first aid treatment, safety concern, complaint, refusal of participation, lost/separated child, safeguarding or welfare concern, or accessibility request, we may record information such as names and contact details, booking/ticket reference where relevant, what happened, witness details, action taken, first aid information, relevant health/support information, equipment/vehicle/station identifiers where relevant, and whether CCTV, photographs or other evidence has been preserved. Safeguarding information is access-restricted and we collect only what is reasonably necessary for the relevant concern, response or referral.

For Cadet Party, Squadron Social, corporate and private-hire bookings, we may also ask for dietary requirements and allergy information where relevant to catering or customer safety. We collect only what is reasonably necessary. If allergy or dietary information reveals a health condition, we treat it as special category data. A person providing another adult's allergy/health information should have that person's authority to do so. For anyone under 18, health or allergy information must be supplied or expressly authorised by a parent or other person with parental responsibility.

Legal basis: Legitimate Interests (Article 6(1)(f)), Performance of a Contract (Article 6(1)(b)), Legal Obligation (Article 6(1)(c)) where applicable and, in an emergency, Vital Interests (Article 6(1)(d)) as appropriate. Where allergy, dietary, first-aid, accessibility, incident or safeguarding records contain health information, the relevant Article 9 condition is explained in Section 5; where we request health/allergy information in advance for a booking, we will normally rely on Explicit Consent under Article 9(2)(a). If a safeguarding record contains criminal offence data, it will be processed only where a lawful Article 6 basis and an applicable condition under UK data protection law are available.

5. Special Category (Sensitive) Personal Data

In limited circumstances, we process special category data as defined under Article 9 of the UK GDPR. This may include health information a person voluntarily provides when making an accessibility or suitability enquiry, allergy or dietary information that reveals a health condition, and health or injury information recorded in connection with first aid, accidents, incidents, safeguarding matters or emergencies. The standard Safety & Participation Waiver does not ask Participants to disclose a diagnosis or medical history.

Where we ask for advance allergy/health information for a booking, or where a person voluntarily provides health information for an accessibility or suitability enquiry, we will identify and document the appropriate Article 9 condition; where we rely on Explicit Consent under Article 9(2)(a), we will obtain it through a clear statement. For anyone under 18, health or allergy information must be provided or expressly authorised by a parent or other person with parental responsibility. In other circumstances, a different Article 9 condition may apply where the law permits - for example Vital Interests under Article 9(2)(c) in a genuine emergency where a person is incapable of giving consent, or Legal Claims under Article 9(2)(f) where health information is necessary to establish, exercise or defend a legal claim.

Health information may be shared only where necessary and lawful, for example with emergency services, insurers/brokers, legal advisers, relevant authorities or others involved in handling an incident, safeguarding concern or claim. We apply access controls and data minimisation to this information.

We do not intentionally collect other categories of special category data - such as racial or ethnic origin, political opinions, religious beliefs, trade union membership, genetic data, biometric data used for identification, sex life or sexual orientation - as part of the ordinary customer booking and venue process unless a specific lawful need arises and appropriate privacy information is provided.

6. Children's Personal Data

Battle of Britain Dodgems is a family-friendly venue, and many of our activities are designed to be enjoyed by children. We recognise the importance of protecting children's personal data and handle it with particular care in accordance with the UK GDPR and, where applicable to our online services, the ICO's Children's Code.

Bookings must be made by an adult aged 18 or over. Where a booking includes child Participants, we may collect their names, dates of birth/age information and other information needed for the booking or Waiver process.

Digital Safety & Participation Waivers for Participants under 18 must be completed online before arrival by a parent or other person with parental responsibility. For school or youth-group visits, an individual Waiver must be obtained in advance for each under-18 Participant; a teacher or group leader does not complete one blanket Waiver for the group unless they personally have parental responsibility for the relevant child. A Responsible Adult may supervise or accompany a child without parental responsibility, but that does not give them authority to sign the child's Safety & Participation Waiver.

We do not knowingly collect children's contact details for the purpose of sending direct marketing to them. Our marketing communications are directed at adults. This does not prevent us from using an identifiable image of a person under 18 for promotional purposes where the required permission from a parent or other person with parental responsibility has been obtained, as described in Section 4.11.

A parent or other person with parental responsibility may contact us about personal data relating to a child. Data protection rights belong to the child, so we will deal with any request in accordance with the law, taking account of the child's age and understanding, the authority of the person making the request, and any lawful reason we need to retain the information.

7. Third-Party Service Providers and Other Recipients

We use a number of third-party services and may disclose personal data to other recipients where necessary. The legal role of a third party depends on what it does: some providers act as our Data Processors, while others act as independent or joint Data Controllers for some processing. Where a provider acts as our processor, we require appropriate contractual data-protection terms.

7.1 FuseMetrix Group Ltd - Booking & CRM Platform

- Purpose: Online bookings, customer relationship management, booking communications, party/group booking administration, gift voucher management when offered, and reporting
- Data shared: Name, contact details, booking/attendance details, Waiver/participation information where configured, and communication/marketing preferences where applicable
- Location: Bell House, Seebeck Place, Knowlhill, Milton Keynes, MK5 8FR
- Privacy policy: www.fusemetrix.com/privacy-policy

7.2 Dojo (Paymentsense Limited) - Payment Processing

- Purpose: Processing card payments online and at the venue
- Data shared: Information necessary to process the payment; full card details are handled within Dojo's payment environment
- Role: Paymentsense Limited acts as an independent Data Controller for the payment processing it carries out for its own purposes.
- Privacy policy: dojo.tech/legal/privacy

7.3 Google Analytics - Website Analytics

- Purpose: Understanding how visitors use our website, including page views, session data and referral sources
- Data shared: Pseudonymous online identifiers, IP/device and usage information where Google Analytics is enabled with consent
- Opt out: tools.google.com/dlpage/gaoptout

- Privacy policy: policies.google.com/privacy

7.4 Google Ads - Advertising and Remarketing

- Purpose: Advertising measurement, conversion tracking and remarketing where consent has been given
- Data shared: Cookie/identifier-based browsing and conversion information where enabled with consent
- Manage preferences: adssettings.google.com
- Google may act as a processor and/or controller depending on the particular service and data-processing terms.

7.5 Meta (Facebook Pixel) - Social Media Advertising

- Purpose: Conversion measurement, audience creation and remarketing on Facebook and Instagram where consent has been given
- Data shared: Cookie/identifier-based website activity and conversion information where the Meta Pixel is enabled with consent.
- Opt out: optout.aboutads.info
- Meta privacy policy: facebook.com/privacy/policy
- Meta may act as a processor and/or controller depending on the particular Business Tool and applicable terms.

7.6 Google Maps - Embedded Location Map

Our website includes an embedded Google Maps service. If the map is loaded, Google may receive IP/device information and use cookies or similar technologies on Google domains. Google's own privacy information applies to its processing.

7.7 Email and Communications Providers

FuseMetrix may initiate booking confirmations and service reminders connected with a booking. We also use SMTP2GO (Sand Dune Mail Ltd) as an email delivery service for certain customer-service, transactional and, where permitted, marketing emails. Where SMTP2GO processes recipient addresses, message-routing/header information and other email data on our instructions, it acts as our processor for that service. SMTP2GO's privacy information is available at smtp2go.com/privacy. International processing and transfer safeguards are addressed in Section 7.9.

7.8 Other Recipients

We do not sell your personal data. Where necessary and lawful, we may also share relevant personal data with our insurers and insurance brokers, legal and professional advisers, emergency services, law-enforcement or regulatory bodies, safeguarding authorities, payment/card-scheme participants, IT/security/hosting providers, or other parties involved in investigating an incident, responding to a safeguarding concern, resolving a complaint, protecting legal rights or complying with law. We only share what is reasonably necessary for the relevant purpose.

7.9 International Transfers

Some of our technology, analytics and advertising providers operate internationally and may process personal data outside the UK. Where we make or permit a restricted transfer, we will use a lawful transfer mechanism where required, such as applicable UK adequacy regulations (including the UK Extension to the EU-US Data Privacy Framework where it covers the recipient) or appropriate safeguards such as the UK International Data Transfer Agreement or UK Addendum, together with any required transfer/data-protection assessment. Provider privacy notices give further information about their own international processing. You can contact us using the details in Section 15 to request further information about the safeguards that apply to a restricted transfer.

8. Summary of Lawful Bases

The table below summarises the key processing activities and their lawful bases under the UK GDPR:

Processing Activity	Lawful Basis
Processing online bookings and confirming reservations	Contract (Article 6(1)(b)) for the lead booker/customer; Legitimate Interest (Article 6(1)(f)) may apply to limited participant data supplied by the lead booker
Processing card payments via Dojo	Contract (Article 6(1)(b)) for our part of the transaction; Dojo uses its own lawful bases as an independent controller
Sending booking confirmations and pre-visit reminders	Contract (Article 6(1)(b))
Digital Safety & Participation Waivers - safety and participation acknowledgements	Contract (Article 6(1)(b)) and/or Legitimate Interest (Article 6(1)(f))
Accident/first aid/accessibility/safeguarding health information	Article 6 Legitimate Interest, Legal Obligation or Vital Interests as appropriate; Article 9 Explicit Consent, Vital Interests or Legal Claims as applicable
CCTV for safety and security	Legitimate Interest (Article 6(1)(f))
Website enquiry / contact form responses	Legitimate Interest (Article 6(1)(f))
Marketing communications	Consent (Article 6(1)(a)) where required; electronic marketing also subject to PECR/soft opt-in rules
Maintaining financial and accounting records	Legal Obligation (Article 6(1)(c))
Responding to legal or regulatory requests	Legal Obligation (Article 6(1)(c))
Strictly necessary website functions/cookies	Strictly necessary website functions - Contract and/or Legitimate Interest as appropriate; PECR exception where applicable
Analytics and advertising (non-essential cookies)	Consent (Article 6(1)(a))
Promotional photography/video	Consent (Article 6(1)(a)) where we ask permission to use an identifiable person as a main subject or use a separate image-release form; Legitimate Interests (Article 6(1)(f)) may apply to limited general venue or atmosphere footage in which identifiable adults appear incidentally, subject to an appropriate balancing assessment and opportunity to object.
Advance allergy/health information for group, party, corporate or private-hire catering	Article 6 Contract and/or Legitimate Interests as appropriate; Article 9 Explicit Consent (Article 9(2)(a)) where the information is health data

9. Data Retention

We retain personal data only for as long as is necessary for the purposes for which it was collected, or as required by law. Different categories of data are held for different periods, as set out in the table below:

Category of Personal Data	Retention Period	Reason
Booking and reservation records	7 years	Tax/accounting, transaction history and dispute/claim records
Payment transaction records	7 years	Tax/accounting and transaction records; full card details are not held by us
Digital Waivers - adult Participants	3 years from date of visit	Potential claims, incident investigation and evidence of agreed participation/safety rules; longer only where needed for an active claim or legal requirement
Digital Waivers - Participants under 18	Normally until the child reaches age 21; longer only where needed for an active claim or legal requirement	Potential personal injury limitation period for minors and evidence of agreed rules and parental-responsibility authority

Category of Personal Data	Retention Period	Reason
CCTV footage	60 days	Routine security/safety and insurer requirement. Deleted after the routine period unless preservation is required for a specific incident or purpose.
CCTV footage of an accident or incident	At least 5 years where required by our insurer; longer if necessary for an active claim, investigation, legal proceeding or regulatory request	Insurance/claims handling, legal claims and incident investigation
Website enquiries / contact form data	12 months from date of submission	Legitimate interest in following up and maintaining communication records
Marketing consent records	Until consent is withdrawn or normally 3 years from last engagement; a minimal suppression/objection record may be kept longer where necessary	Evidence of consent and to ensure we continue to honour an unsubscribe or direct-marketing objection
Accident and incident reports	Minimum 3 years; longer where reasonably required for a serious incident, active insurance/legal claim, safeguarding matter or regulatory requirement	Health and safety, insurance, safeguarding and legal claims
Corporate event invoices	7 years	Tax/accounting records
Gift voucher records	3 years from redemption or expiry, unless required longer as part of an accounting/transaction record	Transaction, accounting and dispute resolution
Promotional photographs/video and related permission or objection records	Images/video are kept only for as long as reasonably required for the promotional purpose and are reviewed periodically. Permission, consent, withdrawal or objection records may be retained while the material is in use and for a reasonable period afterwards where needed to demonstrate how the image was used.	Promotional use, accountability, management of permissions/objections and data minimisation
Dietary/allergy information collected for a booking	Normally until the relevant booking/event and any necessary follow-up are complete; longer only if the information forms part of an incident, complaint, claim or legal record	Catering and customer safety while avoiding unnecessary long-term retention of health information

Safeguarding-specific records that are not part of an accident/incident file are retained only for as long as necessary in light of the nature of the concern, any active safeguarding process, legal/insurer/authority requirements and BOBD's safeguarding retention arrangements. The final internal safeguarding retention criteria will be confirmed before this draft is published.

Once data reaches the end of its retention period, it is securely and permanently deleted, or anonymised so that it can no longer be associated with an individual.

10. Your Rights

Under the UK GDPR and the Data Protection Act 2018, as amended, you have the following rights in relation to your personal data. To exercise a right, please contact us at info@battleofbritaindodgems.co.uk. We normally respond without undue delay and within one month. Where reasonably necessary, the response period begins once we receive information needed to confirm identity or authority. For a subject access request, the time limit may also be paused while we await clarification that is reasonably required to respond. Where a request is complex or we receive multiple requests, the law may allow us to extend the response period by up to two further months; if so, we will tell you within the first month and explain why. Information and action on rights requests are normally provided free of charge, although limited exceptions apply to manifestly unfounded or excessive requests.

The Right to be Informed

You have the right to clear information about how and why we use your personal data. This Privacy Policy is part of how we meet that obligation.

The Right of Access (Subject Access Request)

You may request a copy of the personal data we hold about you, subject to applicable legal exemptions and the rights of other people.

The Right to Rectification

If the personal data we hold about you is inaccurate or incomplete, you may ask us to correct it.

The Right to Erasure (Right to be Forgotten)

You may ask us to delete personal data in circumstances where the law gives you that right. The right is not absolute and some records must or may be retained, for example for legal, insurance, safety or claim purposes.

The Right to Restrict Processing

You may ask us to restrict processing in certain circumstances, for example while the accuracy or lawfulness of processing is being considered.

The Right to Data Portability

Where processing is based on consent or contract and carried out by automated means, you may have the right to receive relevant data in a structured, commonly used and machine-readable format, or to have it transmitted to another controller where technically feasible.

The Right to Object

You may object to processing based on Legitimate Interest. We will stop unless we can demonstrate an applicable compelling legitimate ground or need the information for legal claims. If you object to direct marketing, we will stop using your personal data for that direct marketing.

Rights in Relation to Automated Decision-Making

We do not use solely automated decision-making or profiling that produces legal or similarly significant effects on customers.

The Right to Withdraw Consent

Where we rely on consent, you may withdraw it at any time. Withdrawal does not affect processing that was lawful before withdrawal. In some cases we may still retain or process information on a different lawful basis, for example where needed for a legal claim.

Data Protection Complaints

If you believe we have infringed data protection law in relation to your personal data, you can make a data protection complaint to us at info@battleofbritaindodgems.co.uk. We will facilitate the making of complaints, acknowledge receipt within 30 days, take appropriate steps to investigate and respond without undue delay, keep you informed of progress where appropriate, and tell you the outcome.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK data protection regulator.

Website: ico.org.uk

Telephone: 0303 123 1113

11. Cookies

Our website uses cookies and similar tracking technologies. Please refer to our full Cookie Policy at battleofbritaindodgems.co.uk/cookie-policy for detailed information. In summary:

- Essential/strictly necessary cookies - used where required for the website or a service you have requested, or to remember your cookie choice. No consent is required where the relevant PECR exception applies.
- Analytics cookies (Google Analytics) - help us understand how visitors use our site. These require your consent.
- Advertising/remarketing technologies (including Google Ads and the Meta Pixel) - used for advertising measurement, audiences and remarketing. These require your consent.

Our website also uses or links to third-party services described in the Cookie Policy, including an ICAAL consent tool, an embedded Google Map, FuseMetrix-hosted booking pages and Dojo-hosted payment pages. Their own privacy/cookie information may apply on their domains.

You can manage or withdraw non-essential cookie consent at any time via the cookie settings control on our website. Non-essential analytics and advertising technologies are blocked until you make a positive choice. You can also control cookies through your browser settings, although this may affect some website or third-party functionality.

12. Use of IP Addresses

An IP address is automatically assigned to your device when you browse the internet. IP addresses and related online identifiers can be personal data. We may process IP/device information for website security, troubleshooting, strictly necessary functions and, where you have consented, analytics or advertising. We do not describe IP addresses as inherently anonymous.

13. Data Security

We implement appropriate technical and organisational measures to protect your personal data from unauthorised access, disclosure, alteration or destruction. These measures include:

- HTTPS encryption for data transmitted via our website
- Restricted access to personal data on a need-to-know basis
- Secure systems for storing booking, Waiver, incident/safeguarding and customer data
- Use of PCI DSS compliant card payment processing through Dojo
- Regular review of our data protection practices and staff awareness

Whilst we take reasonable precautions, no system or data transmission is entirely without risk. Please take care when sharing personal information online.

We record and assess personal data breaches. Where a breach is likely to result in a risk to individuals' rights and freedoms, we will notify the ICO without undue delay and, where feasible, within 72 hours of becoming aware of it. Where a breach is likely to result in a high risk to affected individuals, we will also inform those individuals without undue delay, unless an applicable legal exception applies.

14. Links to Other Websites

Our website may contain links to third-party websites. This Privacy Policy applies to our own processing and does not govern processing carried out independently by external websites or services. We are not responsible for their privacy practices and recommend that you review their own privacy information before sharing personal data.

15. Contact Us

If you have any questions about this Privacy Policy, wish to exercise your data protection rights, or want to make a data protection complaint, please contact us:

Data Controller	Battle of Britain Dodgems Limited
Company number	15702809
Address	Unit 3 Imperial Park, Empress Road, Southampton, SO14 0JW
Telephone	07984 864 967
Email / data protection complaints	info@battleofbritaindodgems.co.uk
Website	battleofbritaindodgems.co.uk

You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113.

16. Changes to This Policy

We may update this Privacy Policy from time to time, for example to reflect changes in our business, the services we offer, our systems, service providers or our legal obligations. The date at the top of this policy shows when it was last revised. Where changes are significant, we will bring them to your attention in an appropriate way, for example by posting a prominent notice on our website. We encourage you to review this policy periodically.