



## PRIVACY POLICY (DECEMBER 2022)

### **What type of information do we collect?**

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet Protocol (IP) address used to connect your computer to the internet; e-mail address; computer and connection information and booking history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, communications); comments, feedback, reviews and recommendations.

### **How do we collect information?**

When you conduct a booking on our website, as part of the process, we collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated above only.

### **Why do we collect such personal information?**

We collect personal information for the following reasons:

- To provide and operate our walking tours.
- To provide our visitors with ongoing assistance.
- To be able to contact our visitors with general or personalised service-related notices.
- To create aggregated statistical data and other aggregated and/or inferred non-personal information, which we or our business partners may use to provide and improve our respective services.
- To comply with any applicable laws and regulations.

### **How do we store, use, share and disclose our site visitors' personal information?**

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

We also use Zettle UK to provide card payment facilities on our walking tours. Zettle UK provide us with the online platform that allows us to sell our services to you. Your data may be stored through Zettle UK's data storage, database and the general Zettle

UK applications. For more information regarding Zettle UK's privacy policy please visit <https://www.zettle.com/gb/legal/privacy-policy>

### **How do we communicate with our visitors?**

We may contact you to notify you regarding your booking; for example if a walking tour is cancelled due to unforeseen circumstances or if there are any changes to your booking. For these purposes we may contact you via email, telephone or text message.

### **How do we use cookies and other tracking tools?**

Our website host Wix.com automatically uses the following cookies to track information from visitors for the following purposes:

- XSRF-TOKEN – Used for security reasons – During website session
- Hs – Used for security reasons – During website session
- svSession – Used in connection with user login – 12 month period
- SSR-caching – Used to indicate the system from which the site was rendered – 1 minute period
- \_wixCIDX – Used for system monitoring/debugging – 3 month period
- \_wix\_browser\_sess – Used for system monitoring/debugging – During website session
- consent-policy – Used for cookie banner parameters – 12 month period
- smSession – Used to identify logged in site members – During website session
- TS\* – Used for security and anti-fraud reasons – During website session
- bSession – Used for system effectiveness measurement – 30 second period
- fedops.logger.X – Used for stability/effectiveness measurement – 12 month period
- wixLanguage – Used on multilingual websties to save user language preference – 12 month period

### **How can visitors withdraw their consent?**

If you do not want us to process your data anymore, please contact us at [lincolnfreewalkingtour@gmail.com](mailto:lincolnfreewalkingtour@gmail.com)

### **Privacy policy updates**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

**Large Print**

A large print version of this privacy policy can be made available by contacting us directly.

If you would like to access, amend or delete any personal information we have about you, please email [lincolnfreewalkingtour@gmail.com](mailto:lincolnfreewalkingtour@gmail.com) and we will do our best to help.