

Privacy Policy



1. Who we are

We are The Play Shed, a soft play centre providing general admission play sessions, party bookings, memberships, events, and venue hire services.

We operate through a group structure which includes a limited company and an associated partnership that jointly manage certain services such as outdoor attractions.

We are the data controller of the personal information you provide to us for our core services.

2. What information we collect

We may collect and process the following personal data:

- Parent or guardian name
- Child's name and age (for booking, safety, and operational purposes)
- Contact telephone number
- Email address
- Booking and enquiry details (including parties, events, general admissions, and venue hire)
- Membership information
- Payment information (processed securely by third-party providers – we do not store full card details)
- Information relating to enquiries for outdoor attraction hire

3. How we collect your information

We collect personal data when you:

- Make a booking through our website
- Make a booking or enquiry by telephone
- Book or pay at our reception
- Sign up for a membership in person
- Purchase or register for events via third-party platforms such as Ticket Tailor
- Interact with us via social media platforms including Facebook, Instagram, and TikTok
- Submit enquiries relating to venue hire or outdoor attractions
- Book or enquire through third-party providers who operate sessions at our venue

4. How we use your information

We use your personal data to:

- Process and manage bookings, parties, memberships, and events
- Manage venue hire and third-party provider sessions
- Respond to enquiries for outdoor attraction hire
- Communicate with you about bookings, changes, cancellations, or important updates
- Process payments via secure third-party providers
- Manage customer service enquiries
- Improve our services and customer experience
- Send marketing communications where you have given consent (you can opt out at any time)

We do not sell your personal data.

5. Legal basis for processing your data

We process your personal data under the following lawful bases:

- **Contract** – to fulfil bookings, memberships, events, and services you request
- **Legitimate interests** – to operate and improve our business
- **Legal obligation** – for accounting, tax, and safety compliance
- **Consent** – for marketing communications where you have opted in

We comply with UK data protection law.

6. Who we share your data with

We only share personal data when necessary for business operations, including:

- Payment processors
- Website hosting and booking systems
- Communication and email service providers
- Event ticketing platforms such as Ticket Tailor

We do not share your data with third parties for their own marketing purposes.

We may also use social media platforms such as Facebook, Instagram, and TikTok for promotion and communication. These platforms process data independently under their own privacy policies.

7. Venue hire and third-party providers

We hire out our venue space to independent third-party providers such as toddler groups, classes, and activity organisers.

- Where you book directly with a third-party provider, they are responsible for their own data handling and should provide their own privacy policy.
- Where you book through our systems, we will process your data to manage your booking and venue access.
- We may share limited booking information (such as session times or attendance details) with the relevant provider to ensure the smooth running of the session.
- Third-party providers act as independent data controllers for bookings they manage themselves.

8. Outdoor attractions and associated business services

We also advertise and manage enquiries for outdoor attractions available for hire through our website. These attractions are operated and insured through a separate but associated business within our group structure, which includes both a limited company and a partnership.

When you submit an enquiry, your personal information may be shared between our group businesses where necessary. This is done solely for the purpose of responding to your enquiry, managing bookings, and providing the service requested.

Our limited company operates the website and initial enquiry handling, and may pass relevant information to the associated partnership responsible for operating the outdoor attractions.

Each business will only use your personal data for purposes directly related to providing the service you have enquired about. Your information is not used for unrelated purposes or shared with third parties for marketing.

9. How long we keep your information

We retain personal data only for as long as necessary:

- Booking, party, and event records: typically 12–24 months
- Membership records: duration of membership plus a short period afterwards
- Enquiry records: typically 12 months
- Financial records: as required by law

10. Your rights

You have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate information
- Request deletion of your data (where legally applicable)
- Restrict or object to certain processing
- Withdraw consent for marketing at any time

If you have concerns about how your data is handled, you may contact us directly.

11. Security

We take appropriate technical and organisational measures to protect your personal data from loss, misuse, or unauthorised access.

12. Cookies and website technologies

Our website is designed to operate with minimal tracking and does not currently use advertising or analytics cookies.

However, some third-party features linked to or displayed on our website (such as social media content, booking platforms, or embedded services) may use their own technologies, including cookies, to function correctly. These third parties process information in accordance with their own privacy policies.

You can manage cookie preferences through your browser settings.

13. Contact us

If you have any questions about this Privacy Policy or how we handle your data, please contact:

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