

Smoke & Mirrors Privacy Policy

Smoke & Mirrors (henceforth referred to as “we” “Smoke & Mirrors” or “The Company”) is committed to protecting your privacy. We take our responsibilities regarding the security of customer information very seriously. This policy explains how we use customer information and how we protect your privacy.

Use of customer information

Information required to process your booking or enquiry

- We require certain information to allow us to handle your enquiries and process and fulfil your booking. This can include, for example, your name, address, telephone number, and email address.
- The information that you provide to us will be held in our systems, which are located on our premises. We may also allow access to your email address by other third parties (e.g. Mailchimp) who act for us for the purposes set out in this policy or for other purposes approved by you.
- Once your booking is completed your information will be held for 6 months, after which only your email address may, with your consent, be retained on our marketing database.
- If you enquire about our events we will retain your data for 6 months, after which your email address may, with your consent, be retained on our marketing database.

Email marketing and feedback

- When you sign up to our mailing list your email address will be added to our marketing database, which we use to advise you of forthcoming events.
- Our marketing database contains only anonymised email addresses.
- We may publish a selection of comments from your answer/feedback form on our web site. However, if you advise us that you do not wish to have your comment and name published, we will not do so.
- Please note your email address and all other personal details will never be passed to a third party for their marketing purposes.
- You can opt out of the email service at any time by contacting us or by using the “unsubscribe” link.

Security to protect your information and data retention

As required by the UK Data Protection Acts of 1984 and 1998, we follow strict security procedures in the storage and disclosure of information which you have given us, to prevent unauthorised access.

Disclosure to third parties

Smoke & Mirrors does not sell, trade, or rent your personal information to others unless we are legally required to do so.

Smoke & Mirrors' website contains links to other websites. Please be aware that these websites will have their own Privacy Policies and are not covered by our Privacy Policy.

Social Media

Smoke & Mirrors may also use social media accounts for communication. You are advised to take care when submitting any personal data via these channels and you should refer to their Privacy Policies for information about how your data is collected, stored and used by these companies.

Website

This site uses the following Google Analytics cookies to collect information about how visitors use our site:

- * _utma
- * _utmb
- * _utmc
- * _utmz

These cookies collect information, in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.

By continuing to browse the site, you are agreeing to our use of cookies.

Read Google Analytics Privacy Policy [here](#)

You can disable Google Analytics cookies [here](#)

Your rights

You may instruct us to provide you with any personal information we hold about you; provision of such information will be subject to the supply of appropriate evidence of your identity (for this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address).

You may instruct us at any time not to process your personal information for marketing purposes.

You may instruct us at any time to delete all your personal information from our records.

Amendments

We may update this policy from time to time by publishing a new version on our website. If you have any further questions about our Privacy Policy or its implementation, please email Sue Baxter at info@hauntedmysteryweekend.co.uk.

Smoke & Mirrors
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