**Privacy Policy for [Website Name]**

**Introduction**

Prehistoric Experiences ("we", "us", "our") operate the Website (<https://www.prehistoricexperiences.com> We are committed to protecting the privacy of our users and ensuring transparency in the processing of personal data. This Privacy Policy outlines our practices regarding the collection, use, and disclosure of your data when you use our Service and your privacy rights. We process your data under applicable laws, including the General Data Protection Regulation (GDPR).

**Information Collection and Use**

We collect various types of information for multiple purposes to provide and enhance our Service to you, including for marketing purposes with appropriate consent.

**Personal Data Collected**

* **Email address, contact details, and identifiers**: For communication, service provision, and, with consent, marketing communications.
* **Location data**: For service customisation, legal compliance, and targeted marketing.
* **Educational data (for schools)**: Including performance and behavioural and health information (relating to issues which may arise during or be affected by our visit), with parental consent if applicable, and information about school administrators for marketing purposes with institutional consent.

**Legal Basis for Processing**

* **Consent**: Explicitly obtained for specific processing activities, including receiving marketing communications.
* **Contractual Necessity**: To fulfil our service obligations to you.
* **Legal Obligation**: Complying with our legal requirements. Including financial recording, compliance with our risk assessment and insurance.
* **Legitimate Interests**: As necessary for our legitimate interests, explained in detail within this policy, including targeted educational marketing.

**Marketing Communications**

With your explicit consent, or the consent of an authorised representative from your institution, we may use your Personal Data to send you marketing communications about products, services, and events that are relevant to your interests or educational goals. This includes promotional content tailored to educational institutions, such as information about educational tools, resources, or events. For this purpose we may use a third party application (usually Mailchimp) to manage email lists etc. We also use google calender to store details relating to each specific visit. This ensures that all members of the team are aware of contact details, specific needs relating to each visit/ group, and any unusual requirements. This information is never shared outside the company.

You can withdraw your consent to marketing communications at any time by contacting us or using the unsubscribe link provided in these communications.

**User Rights**

You have the right to access, rectify, delete, and restrict the processing of your personal data, among others, including the right to withdraw consent for marketing communications at any time. Instructions on exercising these rights are provided.

**Data Security and Retention**

We implement robust security measures and specify data retention periods based on the nature of the data, our legal obligations, and the purposes for which the data is processed, including the duration of your consent for marketing purposes.

**Third Parties;**  
We do use apps such as **Mailchimp, Quickbooks, and google calender** for marketing, accounting and service provision/ communication respectively. Within the team we communicate via **whattsapp** in order to ensure all team members are aware of specific needs/ risks associated with specific visits, and to communicate the wishes of our customers to the team who will be conducting the visit. We do not sell, or make available information about our customers to any third party other than what is necessary for us to provide our service to you, and with your permission, occasionally send marketing materials.

**Changes to This Privacy Policy**

We will update you on significant changes to our privacy policy on the website or via email.

**Contact Us  
Prehistoricexperiences@gmail.com**