

## PRIVACY POLICY

Visit Caerphilly is committed to maintaining the trust and confidence of visitors and tourism business contacts. Visit Caerphilly does not and will not pass on/sell email or data lists to third party organisations for marketing purposes.

When we receive personal data from a visitor or potential visitor, it will only be used for the purpose stated when the personal data was submitted to us. If visitors or potential visitors give permission to be contacted by Visit Caerphilly (by subscribing to the Visit Caerphilly database) with relevant tourism information, contact will be via email only.

A third party provider, MailChimp is used to deliver our promotional emails. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our promotions. **You can unsubscribe at any time, by clicking the unsubscribe link at the top or bottom of any of the emails sent via the system.**

### What we collect

When subscribing to Visit Caerphilly's tourism database we will record the below information:

- Full name
- Email address

When requesting a Caerphilly Visitor Guide from [www.visitcaerphilly.com](http://www.visitcaerphilly.com) we will record the below information, once a visitor guide has been sent, personal data will not be recorded and used again unless the visitor or potential visitor has agreed to subscribe to the Visit Caerphilly tourism database.

- Full name
- Home address
- Postcode
- Telephone number
- Email address

### How we keep your data secure

Personal data is recorded in a secure database within the Visit Caerphilly website and is only accessed by staff at Visit Caerphilly. Data is then transferred and saved on a secure network at Caerphilly County Borough Council. Personal data is only kept if the visitor or potential visitor has subscribed to the Visit Caerphilly tourism database.

### What we do with the information we gather

- We may use the information to improve our services/understand visitor behaviour.
- We may send promotional emails about events, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes via email.

## Cookie Policy

A cookie is a small file, which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

In general, we use cookies and our records of the pages users have visited to gather information about all of our users collectively, such as what areas users visit most frequently and what services are accessed most. We only use such data in the aggregate. This information helps us determine what is most beneficial for our users, and how we can continually create a better overall experience for our users and improve our website in order to tailor it to customer needs.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

## Your rights

You can find out what information we hold about you, and ask us not to use any of the information we collect. Please contact us if you wish to do this.

Email: [visitcaerphilly@caerphilly.gov.uk](mailto:visitcaerphilly@caerphilly.gov.uk)

Caerphilly County Borough Council

Ty Penallta

Tredomen Park

Tredomen

Ystrad Mynach

Hengoed

CF82 7PG

Please see the Caerphilly CBC website for the Council's Privacy Policy:

<https://www.caerphilly.gov.uk/page.aspx#Accessibility>

