

Respecting your data

We are committed to respecting and protecting the privacy of our website visitors.

PRIVACY POLICY FOR AMAZEMENT FARM AND FUN PARK.

1. Commitment to Protecting Privacy

AMAZEMENT FARM AND FUN PARK. ("AMAZEMENT", "we", "us") is committed to protecting the privacy of visitors to its websites and attractions and mailing list subscribers. We have developed this Privacy Policy in line with the Australian Privacy Policy Principles in the Privacy Act 1988. This Privacy Policy applies to the collection, storage, use and dissemination by us of your personal information.

2. Collecting Personal Information

We will collect information that personally identifies you only when you voluntarily provide it to us or one of our related entities. This information may include your:

- (a) name;
- (b) birth date;
- (c) home address;
- (d) other address;
- (e) telephone number;
- (f) facsimile number;
- (g) email address;
- (h) visit date;
- (i) credit/debit card number and expiry date; and/or
- (j) purchase history.

We collect personal information through various methods, including, but not limited to:

- (a) admission tickets purchased;
- (b) advanced bookings;
- (c) marketing database sign ups via:

Our web site is hosted on an internet server which may automatically record details about any computer used to access our website. This may include the IP address, domain name, browser type, the date and the time of access and details of the information downloaded. These details are not capable of identifying you and are used solely for statistical analysis and research on usage patterns to improve this website.

5. Purpose of Collection of Personal Information

We collect Personal Information primarily for a variety of marketing related activities as permitted under the Privacy Act 1988. These marketing activities include, but are not limited to, provision of services, market research, advertising, email marketing and marketing strategy.

Personal Information used for marketing related activities helps us identify current market trends and to profile 'typical' customers. This enables us to create the best possible offering to customers.

You will occasionally receive promotional emails and we hope you will find these updates interesting and informative. If at any time you would like to unsubscribe from receiving our mailings or those of

We use information provided by you for the purposes of providing products and services to you, to provide you with information about those products and services, to assist you with enquiries or purchases, to enhance your experience at our attractions, or to provide you with better customer service.

Personal Information collected by us will never be made available to the general public. You don't need to identify yourself when you deal with us, however in some circumstances we may only deal with individuals who have identified themselves to us. You are not obligated to provide your personal information to us however failure to do so may result in Merlin being unable to provide certain services to you.

6. Disclosure of Personal Information

We will never sell or licence out Personal Information to third parties. We do disclose Personal Information to third parties for the following purposes:

- (a) email marketing
- (b) digital marketing;
- (c) market research; and
- (d) secure storage of Personal Information.

All third parties holding Personal Information comply with our Privacy Policy and we take full responsibility for all Personal Information held in accordance with current privacy legislation.

We reserve the right to disclose your personal information if we are required or authorised to do so by an Australian law or court or tribunal order.

Submission of personal information to us will be construed by us as consent to the full details set out in this policy, by, or on behalf of (through an authorised representative of the individual), the person whose personal information is being supplied.

Furthermore, by submitting personal information to us individuals or their authorised representatives agree that they are of legal age and/or status to receive any marketing and promotional communications from us that they provide express or implied consent for. We cannot be held liable for communications received due to personal information that has been supplied to us without the necessary authority of the individual in question, or where the individual does not meet the legal age and/or status requirements to receive such communications.

3. Sending Personal Information

All Personal Information in the Data Centre is strictly controlled in a physically secure location, protected by a Cluster Firewall Service and secured using best security practises.

We use a third party email service provider called Mail Chimp to send emails to our marketing databases. These databases, containing Personal Information, and are stored in a secure server located in the United States of America. In compliance with current privacy legislation we take full responsibility for Personal Information held by Mail Chimp.

Details of Mail Chimp's Privacy Policy can be found here <http://mailchimp.com/legal/privacy/>. Upon written request either by mail or email we will provide a paper copy of Mail Chimp's Privacy Policy to you.

4. Right to Access and Correct Your Personal Information

We take all reasonable steps to ensure your personal information is accurate, up-to-date and complete. Individuals have the right to review, amend or delete their own personal and/or sensitive information that may be recorded on our databases. Information may be reviewed, amended or deleted by submitting a written request to fun@amazement.com.au.

We reserve the right to review, amend, update and change this Privacy Policy from time to time to reflect our obligations under the Privacy Act 1988 or current legislation and regulations.