WORLY DOG FIELD
WORLINGWORTH HALL
SECURE PRIVATE DOG PARK

Privacy Notice

Last updated: October 2026

Worly Dog Field is operated by **Worlingworth Hall Farm Ltd**.

We take your privacy seriously. This notice explains what personal information we collect, why we collect it, how we use it and your rights in relation to your information.

1. Who we are

The data controller is:

Worlingworth Hall Farm Ltd
Trading as **Worly Dog Field**
Website: worlingworthhall.co.uk & worlydogfield.co.uk

Email: info@worlingworthhall.co.uk

If you have any questions about how we use your personal information, please contact us using the details above.

2. Information we collect

When you make a booking or contact us, we may collect:

- Your name
- Email address
- Telephone number
- Booking date and time
- Number of dogs included in your booking
- Information you provide through our booking form
- Payment and transaction information
- Correspondence between you and us
- Technical information generated when using our website or booking system

We may also collect **CCTV images** of people and vehicles entering or using the Dog Field parking and entrance areas.

3. Why we use your information

We use personal information to:

- Process and manage Dog Field bookings
- Take payment for bookings
- Send booking confirmations, reminders and important information about your visit
- Contact you regarding changes or problems with a booking
- Provide customer service
- Manage cancellations and refunds
- Maintain the safety and security of the site
- Investigate incidents, damage, theft or misuse of the facilities
- Keep appropriate financial and business records
- Comply with our legal obligations

4. Our lawful basis for using your information

We process booking information because it is necessary to **perform our contract with you** when you book the Dog Field.

We may also process information where necessary to comply with a **legal obligation**, such as maintaining financial records.

For certain purposes, including site security, prevention of misuse and operation of CCTV, we may rely on our **legitimate interests** in protecting our customers, property and business.

The ICO requires organisations to identify and explain the lawful basis for processing personal information. ICO

5. Payments

Payments may be processed by third-party payment providers.

We do not normally receive or store your full debit or credit card details. Payment providers process those details in accordance with their own privacy policies and security procedures.

6. Acuity Scheduling

Our online bookings are managed using **Acuity Scheduling**.

Information entered when making a booking may therefore be processed by Acuity/Squarespace on our behalf to provide the booking service.

Where third-party service providers process personal information for us, we expect them to handle it securely and in accordance with applicable data-protection law.

7. CCTV

CCTV operates in parts of the Dog Field site, including the **parking and entrance areas**.

CCTV is used for:

- Safety and security
- Prevention and investigation of theft or damage
- Monitoring misuse of the facilities
- Investigating incidents and complaints
- Helping ensure customers enter and leave the facility appropriately

CCTV is **not intended to continuously monitor customers unnecessarily**.

Signs will be displayed to make visitors aware that CCTV is operating.

8. How long we keep information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected and to meet legal, accounting or insurance requirements.

Booking and transaction records may be retained for the period required for normal business and accounting purposes.

CCTV recordings will normally be retained for 30 days and automatically overwritten unless footage is required to investigate an incident, complaint or legal matter.

9. Who we share information with

We may share personal information where necessary with:

- Our booking and payment providers
- Website and IT service providers
- Accountants and professional advisers
- Insurers
- Police or other authorities where required or appropriate
- Other organisations where required by law

We do not sell your personal information.

10. Marketing

We will not automatically add you to a marketing mailing list simply because you book the Dog Field.

Where we ask you to opt in to marketing, you can unsubscribe at any time.

We may still contact you with **service messages** relating to an existing booking even if you have not agreed to receive marketing.

11. Your rights

Depending on the circumstances, data-protection law gives you rights including the right to:

- Request access to personal information we hold about you
- Ask us to correct inaccurate information
- Ask us to delete information in certain circumstances
- Ask us to restrict how information is used in certain circumstances
- Object to certain processing
- Request transfer of certain information where applicable

12. Complaints

If you have concerns about how we use0 your personal information, please contact us first so that we can try to resolve the matter.

You also have the right to raise a concern with the **Information Commissioner's Office (ICO)**, the UK regulator for data protection.

13. Changes to this Privacy Notice

We may update this Privacy Notice from time to time.

The latest version will always be available at **worlingworthhall.co.uk/dogfield**