

Privacy Policy

Introduction

This website, controlled by BWLON EXPERIENEC Ltd. provides marketing information about BODY WORLDS is the Data Controller, for the purposes of Data Protection Law, when your personal information is processed as a result of your visit to this website.

We are committed to providing you with relevant information about, and control over, how we process your personal information.

This policy explains what personal information we may record, why we do so, how you may control the use of your information and how we protect your information. Details of your legal rights and how to exercise them are also set out below.

This policy was last updated on 1/09/2018. Any future changes to our policy will be reflected here.

Contacting us

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed by email to info@bodyworlds.co.uk by post to BODY WORLDS London, London Pavilion, 1 Piccadilly Circus, London W1J 0DA, United Kingdom.

Why we process your personal information

We process your personal information gathered on this website in order to tailor our marketing to your needs and to improve our website for future customers. The specific purposes for which we may process information, and the lawful basis on which we do so in each case, are set out below.

Data Transfers

We will never sell your personal data to any external organisation. We will share your data with companies that are essential to providing our services to you. This includes organisations that are critical to fulfilling customer's orders including payment providers and couriers as well as those that help us with marketing.

We will only exchange your data with another organisation where (i) we have your express permission to do so; or (ii) it is necessary in order to honour a contract between you and BODY WORLDS; or (iii) we have a legal obligation to share the information; or (iv) it is in the public interest; or (v) it is necessary for the establishment, exercise or defence of legal claims; or (vi) it is necessary to protect the vital interests of you or another person.

Tailoring this website to your needs

We want to make our website easy to personalise. We use preference cookies to store your preferences, such as website language selection, so that you do not need to make the same selections every time you visit our website. These cookies, stored by your browser on your device, will retain your preference choices for 30 days, until you delete them. We record your consent to store cookies when you first visit the site and click on the cookie notice, and we provide details of how to change your settings within this page.

Improving the effectiveness of our website

We want to make sure that our website enables people to learn about the show and to book tickets and that the site meets the needs of our customers and is easy to use. To do this, we need to understand how people use this site, where they spend time and which pages they find less useful. We use Google Analytics platform to understand how you and other visitors use our website, for example recording in what order pages are visited and how long is spent on each, so that we may improve the website in future. [Google Analytics platform's privacy policy may be found [here](#)]. We record your consent to store site analytics cookies when you first visit the site and click on the cookie notice. The lawful basis on which we process these analytics cookies is our legitimate interest in improving our website as we believe that the use of such cookies is not intrusive. Please find more information about Google Analytics cookie and privacy information at <https://support.google.com/analytics/answer/6004245>.

Targeting and measuring the effectiveness of our digital marketing

We know that many people visit a site several times to learn about the exhibition and check dates and prices when tickets are available before deciding to book tickets. We want to make sure that our digital advertisements on other websites and social media are seen by people likely to be interested in the show, including by visitors to this site who have not yet booked. We also want to understand the effectiveness of our advertising in encouraging visits to the website and ticket bookings so that we may improve it in future for example by reviewing the choice of advertising design and the websites and advertising networks used to reach possible customers. Achieving this may involve showing different versions of advertisements to different customers to measure the responses generated by each. We may use available browsing history, including visits to this website, to identify people to whom we wish to show advertisements on websites operated by third parties and to record how many visitors are referred to our site from other sites. We use Sizmek advertising tracking cookies to achieve this and process these cookies on the basis of legitimate interest. We believe that showing relevant advertisements is in your interest as well as ours and we do not believe that such personalisation is generally considered intrusive. We respect any decision not to participate in personalised advertising, in which case third party sites may show you non personalised advertising and you may still see advertisements for our show. We record your consent to store advertising tracking cookies when you first visit the site and click on the cookie notice.

We use Sizmek to track our advertising. Details of how long your data is stored and how transfers outside the EEA are protected may be found in their [Privacy Policy](#). Our tracking cookie information is not shared with third parties for their own use, though we may use it to reconcile advertising costs with the publishers of third party sites. More information about Sizmek's or Doubleclick's own privacy policy and [how to opt out can be found here on the Sizmek / Doubleclick website](#).

Your rights

We want to be transparent about how we process your data and to ensure that you can exercise your legal rights:

- To be informed – via this Privacy Policy which sets out how we collect and process data
- To access your data – please contact info@bodyworlds.co.uk if you wish to confirm what data we hold about you
- To have your data corrected – please contact info@bodyworlds.co.uk if you feel that data held is incorrect and want this rectified
- To have processing of your data ceased – please contact info@bodyworlds.co.uk if you wish us to cease processing your data without erasing it
- To have your data erased – please contact info@bodyworlds.co.uk to request deletion of data that we hold about you
- To data portability – we process data only to personalise our services to you so do not consider it appropriate to pass your data to other organisations. Some banks and utilities offer facilities to switch accounts, but this is not applicable to our business.
- To object to processing of your data on the basis of legitimate interest or for statistical purposes – please contact info@bodyworlds.co.uk .

Data retention

We will retain your personal data for as long as is reasonably necessary for the purposes listed. In particular, where there has been no interaction from a consumer (e.g. a purchase, email open, newsletter sign up), a record will be archived and deleted after 3 years.

Where we are required to do so to meet legal, regulatory, tax or accounting requirements, we will retain your personal data for longer periods of time, but only where permitted to do so, including so that we have an accurate record of your dealings with us in the event of any complaints or challenges, or if we reasonably believe there is a possibility of legal action relating to your personal data or dealings.

We maintain a data retention policy which we apply to records in our care. Where your personal data is no longer required, and we do not have a legal requirement to retain it, we will ensure it is either securely deleted or stored in a way such that it is anonymised and the Personal Data is no longer used by the business.

Complaints

If you consider BWLON Experience Ltd. to process your personal data in an incorrect way you can contact us. You also have the right to raise a complaint by contacting the Information Commissioner's Office; www.datainspektionen.se.
