

## **Privacy Policy**

This website is managed by Merlin Entertainments Ltd which operates the attractions in the Sydney Attraction Group, including WILD LIFE Sydney (formerly known as Sydney Wildlife World). Merlin Entertainments is committed to protecting the privacy of visitors to this website and mailing list subscribers.

We understand that your privacy is important and will ensure as far as possible that your personal information collected through Merlin Entertainments websites is used only for the purposes set out in this statement.

This Privacy Statement explains our policies in relation to the handling of personal information that may be collected on this and related websites.

### **Children**

As we cannot distinguish the age of visitors accessing this website, this privacy policy applies to all visitors. If a person under sixteen years of age has provided us with personal information without parental or guardian consent, then this may be removed by e-mailing your request to our Privacy Officer. We will take all reasonable steps to ensure the privacy rights of children are protected.

### **Information Collected**

The following types of information are collected from visitors to this site:

- General information about visitors to our website is collected for general statistical reporting.
- Such information includes service provider, browser type, pages accessed on our Web site and what site you came from.
- Visitor details are requested prior to online ticket purchase and entry into competitions, and may be used for future marketing/promotions by Merlin Entertainments
- Records of any e-mails, 'contact us' messages or other correspondence that you send via the website.
- Subscription information relating to e-mail newsletters.

We are committed to keeping all personal information secure and have taken reasonable steps to prevent loss, unauthorised access or modification. We do not disclose your personal information to any 3rd parties unless required by law to do so, however, we may disclose your personal information:

- For the purposes for which the personal information was requested, and for directly related purposes.
- For use in the operation and marketing of other entities within the Merlin Entertainments group.

You will occasionally receive promotional emails and we hope you will find these updates interesting and informative. Please note that we will only send e-mail promotions or announcements to you if you have given your permission for us to do so.

If you would like to unsubscribe from receiving our mailings or do not want us to share your personal information with other parties, please e-mail us or follow the steps to unsubscribe which are presented in every email you receive from us.

## **Security**

Appropriate steps are taken to protect the personal information you share with us. We have implemented technology and security features to safeguard the privacy of your personal information.

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.

We can not be held responsible for lapses in security caused by third-party accesses to information as a result of your failure to keep your personal information private.

We reserve the right to gather more extensive information about any attempted access to this website that raises security issues and, if appropriate, make disclosures to the relevant authorities.

## **Cookies**

Cookies are used for identification purposes and to allow certain functions on the website to work as intended. The cookies we pass to you are anonymous and do not hold information on you or reveal your personal identity.

However, if you prefer not to receive cookies, you can configure your Internet browser to reject them, or to notify you if they are being used.

Note: rejecting cookies can limit the functionality of some websites.

## **Access to Information**

Where practicable, you may obtain a copy of the personal information collected about you on this website upon written request and payment of a reasonable fee.

We may amend this Privacy Statement from time to time and post the amended version on this website, and you acknowledge that those changes shall be retrospective.

### **Other Sites**

This website sometimes includes hyperlinks which enable access to a number of other websites. These third party websites are not subject to this Internet Privacy Policy. To determine how they deal with personal information, you should refer to their privacy policies.

### **Contact Information**

If you have comments or questions about our Privacy Policy, please contact us at:

Online Manager  
Merlin Entertainments AU/NZ  
1-5 Wheat Road  
Darling Harbour  
Sydney Attractions Group 2000  
Tel: 02 8251 7800

For further information concerning your rights please visit the Australian Privacy Commissioner's web site at: [www.privacy.gov.au](http://www.privacy.gov.au).