

GREAT WOLF RESORTS PRIVACY POLICY

Great Wolf Resorts, Inc., and its affiliates (collectively, “Great Wolf,” “we,” or “us”) respects your privacy, and through this Privacy Policy we let you know how we collect, use, share, and protect information about you when you interact with us through this website, however accessed, (“Website”) or through e-mail or other media regarding this Website. Great Wolf operates this Website in the United Kingdom only, and this Privacy Policy applies to our practices relating to users in the UK who interact with us through this UK Website or through the contacts listed on this Website. If you have any questions about anything in our Privacy Policy, please contact us at privacy@greatwolf.com.

By using our Website you agree to the privacy practices described in this Privacy Policy. If you do not agree with this Privacy Policy, please do not use this Website or provide us any information about you.

INFORMATION WE COLLECT

We collect information from or about you in the ways described below.

Information You Provide To Us

When you use our Website, we do not collect personal information from you. We provide you an email address through which you can communicate with us. When you email us, we may collect your:

- Name
- Email address
- Any other information you provide us

Other Information We Collect When You Use The Website

We do not request that you provide personal information in order to browse or use our Website. Our Website, however, collects certain information automatically about you and your use of our Website, your interactions with us, and information regarding the device you use to access our Site and Services (collectively “Other Information”). This information includes:

- device information, such as hardware setting, web browser type and language.
- IP address, MAC address.
- identifiers associated with cookies or other technologies that may uniquely identify your device or browser (e.g. device advertising ID)
- times you have accessed pages
- pages you have viewed
- searches you have conducted
- pages you visited before or after navigating to our Website

HOW WE USE YOUR INFORMATION

We use your information to provide, analyze, administer, and operate our Website. We also use the information you email us to communicate with you and to operate our business. More specifically, we may use your information to:

- Deliver our Services to you, including providing access to our Website
- Communicate with you about our Website or services, including responding to your inquiries or requests
- Prevent, detect, investigate, or remediate security or other legal concerns, including fraud
- To protect the rights, property, or safety of us, our users, or any other person or the copyright-protected content of the Services
- Comply with applicable laws, regulations, or industry requirements, or respond to government requests
- Fulfill any other purpose for which you provide it or consent

HOW WE SHARE YOUR INFORMATION

We may share information collected about you in the following situations:

- With service providers, sellers, and partners:
 - We share information about you with service providers to perform functions and process your data and to help provide our Website including hosting and storage providers
- With third parties for legal or security reasons:
 - We may share information about you if we reasonably believe that disclosing the information is needed to:
 - comply with any valid legal process, governmental request, or applicable law, rule, or regulation.
 - protect the rights, property, and safety of us, our users, or others.
 - Detect and resolve any fraud or security concerns.
- With third parties as part of an acquisition or liquidation:
 - We are involved in a merger, asset sale, financing, corporate divestiture, reorganization, or acquisition of all or some portion of our business to another company or if we undergo liquidation or bankruptcy proceedings, we may share your information in connection with such transaction or proceeding before and or after the transaction closes or the proceedings are completed.
- With your consent. We may share information in other ways if you give us consent or direct us to do so.
- We do not share personal information with third parties for their marketing purposes.

How We Use Cookies and other Tracking Technologies

We and our research, technology, and marketing partners, affiliates, analytics, or service providers use cookies and other technologies, such as web beacons, web storage, and unique advertising identifiers, to collect information about your activity, browser, and device. Cookies are small amounts of data which are sent to your browser from a website's computers and stored on your computer or device.

- uniquely identify each user session when you access the services;
- measure the effectiveness of our sites, services, content, communications and advertising, including by placing web beacons (sometimes called single-pixel gifs) which emails and links have been opened by recipients

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to disable cookies on your browser (see below) but doing so may prevent you from using the full features of the services. For information about your choices regarding these technologies please see “Your Access and Choices regarding your Personal Information” below.

We may let third parties use cookies, web beacons, and similar tracking technologies on our Services. They may collect information about how you use our Services and other websites and online services over time and across different services. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, and better understand your online activity.

HOW WE PROTECT YOUR INFORMATION

We take reasonable precautions to protect your information. Please keep in mind that the Internet is not a 100% secure medium for communication, and we cannot guarantee that the information collected about you will always remain private when using our Website. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk.

CHILDREN’S PRIVACY

This Website is not directed at or intended for use by children under 13 years old. We do not knowingly collect or solicit any information from anyone under the age of 13. If we are made aware of such a situation, we will delete such information.

BROWSER DO NOT TRACK

Our Site does not support Do Not Track (DNT) at this time. DNT is a privacy preference you can set in your web browser to indicate that you do not want certain information about your web page visits tracked and collected across websites. For more details, including how to turn on Do Not Track, visit www.donottrack.us.

GREAT WOLF AS CONTROLLER

Great Wolf obtains and processes personal information in different capacities. When you provide us with your information through our Website or through your email or other communications, we serve as a data controller. When we act as a data controller we determine how personal information will be utilized, in accordance with this Privacy Policy.

Our Legal Basis for Processing Your Personal Data

We process the personal information you provide relating to the Website or through your communications based on our legitimate interests to provide our Website and to communicate with you, to develop and improve the Website that we provide to you, to prevent fraud, and/or comply with law enforcement requests. Where we ask for consent, we process certain personal information based on your consent.

Data Subject Rights

Access and Control of Your Information

We enable you to have control over the accuracy of your personal information. You can access and review your personal information by sending us an e-mail at privacy@greatwolf.com. To protect your privacy, before we give you access or let you update your information, we may ask you to verify your identity or provide additional information. We will try to update and allow you to access your information for free, but if it would require a disproportionate effort on our part, we may charge a fee. We will disclose the fee before we comply with your request. We may reject a request for a number of reasons, including, for example, that the request risks the privacy of other users, requires technical efforts that are disproportionate to the request, is repetitive, or is unlawful.

Right to Rectification

You have the right to correct your personal data if incorrect, which also includes the right to have incomplete personal data completed. You can do so emailing us at privacy@greatwolf.com.

Data Portability

Although we currently do not do so, when we process your personal data by automated means that you have provided to us based on consent or through a contract, you have the right to get a copy of that data in a structured, commonly used and machine-readable format and have that transferred to you or to third party.

Right to Restriction of Processing

You have the right to request that we restrict the processing of your personal information:

- During the pending period of time where we verify the accuracy of any personal data that you claim is inaccurate
- Where the processing of your personal data is unlawful but you oppose erasure and instead request that we restrict the use of your personal data
- If we no longer need your personal data but it is required for you to make or defend legal claims
- During the pending period of time where we verify our legitimate interest to process your data when you object to such processing

Erasure of Personal Data

You have the right to delete the data collected from you and can do so by emailing us at privacy@greatwolf.com. There may be instances where we may not be able to delete your data or where we retain a copy of your data, for example, where we may need it to complete a transaction, comply with a legal obligation, or to protect the rights of others.

How Long We Keep Your Personal Data

We retain your personal data for as long as necessary to provide our services to you. We will retain and use this information as long as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements and then delete it.

How to Exercise Your Rights

In order to exercise the rights stated above, please email us at privacy@greatwolf.com.

Right to Complain to Supervisory Authority

If you believe that Great Wolf is processing your personal data in an incorrect or unlawful manner, please contact us at privacy@greatwolf.com. You also have a right to file a complaint with a Supervisory Authority in the EU.

CONTACT US

If you have any questions about this Privacy Policy or the services, please contact us at:
Email: privacy@greatwolf.com

CHANGES TO OUR PRIVACY POLICY

We may make changes to this Privacy Policy from time to time, in our sole discretion. We will provide you notice of material changes by indicating that the Privacy Policy has been updated on our homepage and will indicate the date we made the updated below. Your continued use of any of the services or Website after the changes have been made will constitute your acceptance of the changes. Please therefore make sure you read any such notice carefully. If you do not agree to the new version of the Privacy Policy, do not use the Website or provide us your personal information.

This Privacy Policy was last modified on June 3, 2019.