

Privacy Policy for Fox in the Forest

Effective Date: 18th July 2025

Fox in the Forest ("we," "our," or "us") is committed to protecting your privacy and ensuring a safe online experience. This Privacy Policy outlines how we collect, use, store, and protect your personal information when you interact with our services, including our website, mobile application, or any other platform associated with Fox in the Forest (the "Services").

By using our Services, you consent to the practices described in this Privacy Policy.

1. Information We Collect

We collect information from you when you interact with our Services in the following ways:

a) Personal Information

- **Registration Information:** When you create an account or sign up for our Services, we may collect personal information such as your name, email address, phone number, and other contact information.
- **Payment Information:** If you make a booking, we may collect payment-related information. **Please note:** Payment processing is managed by Wix, a third-party service provider. Wix processes and stores your payment details according to their own privacy and security policies, which you can review on their website. Fox in the Forest does not store full payment details.

b) Usage Data

- **Interaction Data:** We may collect data about how you use our Services, including your browsing behavior, preferences, and activities within our platform (e.g., pages viewed, time spent on specific features).
- **Device Information:** We may collect information about the device you are using to access our Services, including your device type, operating system, browser type, IP address, and other technical details.

c) Cookies and Tracking Technologies

We use cookies and other tracking technologies to enhance your experience on our website and mobile app. These technologies help us remember your preferences, analyze user behavior, and improve our Services.

2. How We Use Your Information

We may use the information we collect in the following ways:

- **To Provide Services:** To provide, maintain, and improve our Services, including processing payments and fulfilling requests.
 - **Customer Support:** To respond to inquiries, provide customer support, and address any issues you may encounter with our Services.
 - **Personalization:** To customize the content and features of our Services based on your preferences and usage patterns.
 - **Communications:** To send you important updates, notifications, marketing materials, and other communications related to our Services (you can opt-out at any time).
 - **Analytics:** To analyze usage data to improve the functionality and performance of our Services.
 - **Legal Compliance:** To comply with applicable laws and regulations and protect the rights of our users and the integrity of our Services.
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3. How We Share Your Information

We may share your information with third parties in the following scenarios:

- **Service Providers:** We may share your information with trusted third-party vendors who assist in operating our Services (e.g., payment processors, analytics providers). As mentioned above, Wix manages and processes payment details.
Legal Compliance: We may disclose your information to comply with legal obligations or to protect the rights, property, and safety of Fox in the Forest, our users, or others.
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4. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required by law.

If you wish to request the deletion of your personal information, please contact us using the information provided below.

5. Your Rights and Choices

Depending on your location, you may have the following rights regarding your personal information:

- **Access:** You can request access to the personal information we hold about you.
- **Correction:** You can request corrections to any inaccurate or incomplete information.
- **Deletion:** You can request the deletion of your personal information, subject to certain exceptions.
- **Opt-Out:** You can opt-out of receiving marketing communications at any time by following the unsubscribe instructions in the email or contacting us directly.

To exercise these rights, please contact us using the contact information below.

6. Security

We take reasonable measures to protect your personal information from unauthorized access, alteration, or disclosure. However, please be aware that no method of data transmission over the internet is 100% secure, and we cannot guarantee absolute security.

7. Children's Privacy

Our Services are not intended for children under the age of 13, and we do not knowingly collect personal information from children. If you believe that we have collected information from a child under the age of 13, please contact us immediately so that we can take appropriate action.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we make changes, we will update the "Effective Date" at the top of this policy and notify you through appropriate means (e.g., email, on-site notification). We encourage you to periodically review this Privacy Policy to stay informed about how we protect your information.

9. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your personal information, please contact us at:

Fox in the Forest

Email: hello@foxintheforest.co.uk

This Privacy Policy applies to all users of Fox in the Forest's Services, and by using our platform, you agree to the terms outlined above.