DJ'S PLAY · PLAY, LEARN AND PARTY!

Privacy Policy

Last updated 17th June 2026

At DJ's Play, we value your privacy. This Privacy Policy explains how we collect, use, store and protect your personal information in accordance with the UK General Data Protection Regulation (UK GDPR).

PRIVACY AT A GLANCE

Never sold
We do not sell or lease personal information to third parties

UK GDPR
How we collect, use, store and protect your information

7 rights
Including access, correction and deletion of your data

17 June 2026
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1 Introduction

Segsbury Ltd trading as DJ's Play is committed to maintaining the trust and confidence of visitors to our website and play centres. We never sell or share customer data with third parties for marketing purposes.

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2 Who We Are

DJ's Play operates children's indoor play centres in:

- Berkhamsted
- Hemel Hempstead
- St Albans

References to "we", "us" and "our" throughout this policy refer to DJ's Play, operated by Segsbury Ltd.

3 Information We Collect

We may collect the following types of information:

- **Contact Information** – names, addresses, telephone numbers and email addresses.
- **Technical Information** – browser type, operating system, device information and website usage data.
- **Analytics Information** – anonymous website statistics collected via Google Analytics.
- **CCTV Footage** – used for safety, security, crime prevention and operational purposes.

4 How We Collect Information

- When you complete forms on our website.
- When you contact us by email, phone or enquiry forms.
- When you subscribe to newsletters.
- Automatically through website analytics and cookies.
- Through CCTV systems operating at our centres.

5 How We Use Your Information

We use personal information to:

- Respond to enquiries and customer requests.
- Manage bookings, memberships and customer accounts.
- Maintain child safety and operational records.
- Meet legal and contractual obligations.
- Send marketing communications where consent has been given.
- Improve our services and customer experience.
- Investigate incidents and maintain security through CCTV.

6 Sharing Your Information

We do not sell or lease personal information to third parties.

Information may be shared with trusted service providers solely for:

- Secure offsite data backups.
- IT support and software maintenance.
- Legal and regulatory compliance.

Any third-party access is strictly controlled and subject to appropriate security measures.

7 Data Retention

We only retain personal information for as long as necessary to:

- Respond to enquiries, complaints or claims.
- Meet legal and regulatory obligations.
- Maintain business records.

When personal information is no longer required it will be securely deleted.

8 Your Rights

Under UK GDPR you have the right to:

- Be informed about how your data is used.
- Access the personal data we hold about you.
- Request correction of inaccurate information.
- Request deletion of your personal information.
- Restrict or object to processing.
- Request transfer of your data.
- Challenge automated decision making where applicable.

9 Cookies & Analytics

Our website uses cookies to improve your browsing experience and help the website function correctly.

We also use Google Analytics to understand how visitors use our website. This information is anonymous and does not directly identify individual users.

10 Keeping Your Information Secure

We implement appropriate technical and organisational measures to protect personal data from unauthorised access, misuse, loss or disclosure.

Access to personal information is restricted to authorised personnel with a legitimate business need.

11 Complaints About Data Protection

If you are unhappy with how we handle your personal information, please contact us first so we can attempt to resolve your concerns.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO).

Telephone: 0303 123 1113

12 Contact Us

If you have any questions regarding this Privacy Policy or the information we hold about you, please contact:

info@djsplay.co.uk

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