



Wakehurst car park

Privacy Notice

Date – May 2023

Version – 1.0

Wakehurst car park - Privacy Notice

1. Your privacy

The Wakehurst car park is managed by Royal Botanic Gardens, Kew (“RBGK”) and RBG Kew Enterprises Limited (“Enterprises”). You may know us as Kew Gardens or Wakehurst. For more information on who we are and how we use your personal data, please visit our main Privacy Policy.

We refer to these entities collectively as “Kew” throughout this policy, and references to “we” and “us” refer to the Kew entities collectively. RBGK and Enterprises may each be data controllers of your personal data.

This Privacy Notice explains how we collect, use and store your personal data when parking at Wakehurst. We may update this Privacy Notice from time to time. If there are significant updates, we will inform those people with whom we are in regular contact, such as members and email subscribers.

2. What personal data do we collect and why?

How do we collect data?

The ANPR cameras will capture your vehicle registration number and time of entry and exit.

If you are a Wakehurst or Kew member, your existing membership number will be added to our car parking system so that you can scan your membership card at the barriers to enter and exit the car park.

Alternatively, if you would prefer that we did not add your membership number to the car parking system, you can opt out of this at any time by contacting us on wakehurst@kew.org or call 014448940667. To access the car park, you can instead take a ticket from the barrier point and validate this with a staff member at the admissions desk.

How will we use your data?

We will process your personal data to manage and control access to our car park, the operation of our car parking payment systems, and statistical reporting (including for capacity management purposes).

3. What lawful bases do we rely on to use your personal data?

It is in our legitimate interests to process your data when managing the car park, collecting parking charges, and for statistical reporting so that we can understand how our car park is used and inform capacity management. With the use of ANPR, our visitors will have a seamless entry and exit to the car park.

When we process your personal data to achieve these legitimate interests, we consider and balance any potential impact on you, and your rights under data protection laws.

4. Data sharing

Data collected by the ANPR system will be accessible to staff managing the car park and other necessary teams within Kew.

We work with service providers and other third parties who provide services and support to us to run our daily operations, including providing and improving our information, products and services, and we may share information with them for these purposes only.

We may need to disclose your personal data upon request to regulatory and government bodies as well as law enforcement agencies.

5. Security

We are committed to ensuring that there are appropriate measures in place to keep your data secure, including protection from misuse and unauthorised access.

Your information is held on secure servers in the UK. Access to data is only accessible by staff and service providers who are bound by appropriate policies and procedures to protect your information.

6. How long do we keep your personal data?

We keep personal data for as long as there is a need to keep it in connection with the purposes for which it was collected.

We keep data captured by the ANPR system for 7 days and your membership number for as long as you are a member plus 7 years.

In some cases, we are also obliged to retain your personal data to comply with legal or statutory obligations (for example, to keep records of contractual or financial matters).

7. Your Rights

You have the right to:

- Ask for a copy of your personal data, and information on why and how we are using it.
- Ask us to change your personal data if you think it is incorrect.
- Ask us to delete your personal data where there is no reason for us to keep it.
- Ask us to stop the use of your personal data (right to object or 'opt-out').
- Ask us to restrict the use of your personal data.
- Withdraw your consent (where you have provided your consent to us using your personal data).
- Ask us to provide you (or a third party you nominate) with your personal data in a structured, commonly used and machine-readable format.

Please note that some of these rights only apply in certain circumstances. You can ask for more information by emailing us on privacy@kew.org.

8. Contact

For all enquiries in respect of this Privacy Notice, please contact privacy@kew.org or The Data Protection Officer, The Royal Botanic Gardens, Kew, Richmond, TW9 3AE.

If you are unhappy with the way in which we have used your personal data, you are also entitled to make a complaint to the Information Commissioner's Office. For further information see the Information Commissioner's Office website at <https://ico.org.uk/for-the-public/>.

9. Changes to the privacy notice

We keep our Privacy Notice under regular review. This Privacy Notice was last updated in May 2023.