

Types of Data Collected

The types of personal data we may collect are:

Contact data

- Information provided when you interact with us directly through the sites including when registering with us, or participating in promotions and competitions, or completing customer surveys – this may include your title, name, postal address, email address, telephone number(s), and information about your use of our centres;

Preferences & Profile data

- Information about your preferences, including brands and content you like, dislike, click on or share with others;
- Information provided when you interact with us directly (e.g. telephoning, writing or emailing us, buying gift cards or services from us, participating in promotions and competitions);
- Demographic information;
- Information about your family members which you provide to us. This relates to our Retail and Leisure facilities that may operate family clubs etc.
- Data collected when you interact with us or otherwise make accessible via third parties, including:
 - through brand partners and social media platforms (see social media section below);
 - through third-party surveys and market research you participate in)
- Other information which you give us when dealing with us or interacting with us in any way including via third parties;

Financial data, Bank Details & Passport Data

- Your credit and/or debit card number and expiry date may be collected if you make a payment to us or make a purchase from us;
- Copy of passport details, credit reference checks;

Image data

- CCTV footage, including Body-worn Video (BWV), featuring your image; BWV may also include audio recording.
- Vehicle registration number and details (via Automatic Number Plate Recognition (ANPR) systems where it is in operation at our centre car parks);

Technical / Usage data

- Information about your use of the sites. Some of this information may be automatically collected, such as your Internet Protocol (IP) address, unique device identifier, browser type, browser language and access times (for further information, please see our Cookie Policy);
- Technical data from analytics providers;
- Details you provide when using our Wi-Fi in one of our managed buildings or shopping centres;
- Information about your location. We may automatically collect your location information if you have consented to this on your device.

Our access to your personal data through social media platforms

If you interact with us on social media platforms, (for example, if you 'Like' our Facebook page or post on our Facebook timeline, or if you follow us or mention us in a tweet on Twitter) we can interact with you and send you information via these platforms.

The personal data we have access to through social media platforms will depend on your personal settings on these platforms. We will have access to all public information on these platforms. We may also be able to access personal data that others share about you (because they control how that is shared, not you).

We may collect any data that is accessible to us or that you provide through social media platforms, including but not limited to your Facebook and/or Instagram profile picture, gender, and usernames. We will interact with you through social media platforms in accordance with each platform's rules but we are not responsible for how the platform owners collect and handle your data. We are not responsible for what third parties post on our social media accounts.