Privacy Notice **Last updated: September 2026**

Lake District Coast Aquarium respects your privacy and is committed to protecting any personal information you provide when using our website.

This privacy notice explains what information we collect, why we collect it and how we use it.

Who we are

This website is operated by L.D.C Aquarium Limited, trading as Lake District Coast Aquarium / Maryport Aquarium.

Address:

LDC Aquarium Ltd

South Quay

Maryport

Cumbria

CA15 8AB

Telephone: 01900 814774

Email: info@coastaquarium.co.uk

Information we collect

We only collect personal information where it is necessary for the operation of our website and business.

If you use our Contact Us form, we may collect information such as:

- Your name

- Your email address

- Your telephone number, if provided

- Any information you include in your message

We use this information to respond to your enquiry and provide the information or assistance you have requested.

We do not ask you to provide personal information unnecessarily.

How we use your information

Information submitted to us may be used to:

- Respond to enquiries and messages.

- Deal with requests about visits, facilities, bookings or our services.

- Communicate with you when necessary in relation to your enquiry.

- Maintain appropriate business records.

- Protect the security and proper operation of our website.

We will not use information submitted through the Contact Us form to send you marketing communications unless you have separately given us permission to do so or we have another lawful basis to do so.

We do not sell your information

We do not sell, rent or trade your personal information to third parties.

Our website is primarily used to provide information about LDC Aquarium and the services and facilities operated by our business.

We do not use our website to advertise unrelated third-party businesses or services.

Where a third-party service provider is necessary to operate part of our website or handle information on our behalf, we will only provide the information necessary for that service and expect the provider to protect it appropriately.

Cookies and website information

Our website may use cookies or similar technologies that are necessary for the website to function properly.

We may also receive basic technical information about visitors to our website, such as IP address, browser type, device information and pages visited. This information may be used to maintain website security, understand how the website is being used and improve our website.

Where third-party analytics or other services are used, their use of information will be subject to their own privacy policies and any applicable cookie requirements.

Contact Us form

When you submit an enquiry using our Contact Us form, the information you provide is sent to us so that we can respond to you.

Please do not include sensitive personal information in the Contact Us form unless it is genuinely necessary for your enquiry.

We will retain enquiries for as long as reasonably necessary to deal with the enquiry and maintain appropriate business records, after which information will be securely deleted or disposed of where appropriate.

Sharing your information

We will not routinely share your personal information with other businesses.

We may share information where this is necessary to operate our website, provide a service you have requested, comply with a legal obligation, prevent fraud or protect the rights, property or safety of our business, visitors or others.

Where we use service providers to process information on our behalf, we take reasonable steps to ensure that your information is handled securely and appropriately.

How we protect your information

We take reasonable technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure.

However, no transmission of information over the internet can be guaranteed to be completely secure.

Your privacy rights

Under UK data protection law, you may have rights including the right to:

- Ask us for a copy of personal information we hold about you.

- Ask us to correct inaccurate or incomplete information.

- Ask us to delete personal information where there is no good reason for us to continue holding it.

- Ask us to restrict how we use your information in certain circumstances.

- Object to certain types of processing.

- Withdraw consent where we are relying on your consent to process your information.

If you would like to exercise any of these rights, please contact us using the details above.

You also have the right to complain to the Information Commissioner's Office (ICO) if you believe your personal information has been handled unlawfully.

Changes to this privacy notice

We may update this privacy notice from time to time to reflect changes to our website, business or legal requirements.

The latest version will always be published on this website.

Contact

If you have any questions about this privacy notice or how we handle personal information, please contact:

Lake District Coast Aquarium

South Quay

Maryport

Cumbria

CA15 8AB

Telephone: 01900 814774

Email: info@coastaquarium.co.uk