

## **Privacy Policy**

### **Who we are**

Reach Outdoors Limited (Reach Outdoors Ltd), is an outdoor activities provider. We are a registered company in England, and our company number is 8191852. Our office address is Reach Outdoors, Tanners Road, Goodrington, Paignton, Devon, TQ4 6LP. Throughout this policy, 'we' and 'us' means Reach Outdoors Ltd. 'You' and 'your group' means you and your party members or anyone for whom you are making a booking. Reach Outdoors is the data controller and determines the purposes and means of the processing of your personal data. Where your data is processed by any third party on behalf of Reach Outdoors, we will ensure the third party is a processor under the GDPR laws. We confirm that we take steps in order to ensure that this data is processed lawfully under the law in accordance with each agreement that we have in place with each processor.

### **Why we collect your personal information**

At Reach Outdoors we pride ourselves in delivering high quality and safe sessions, tailor made to meet the individual and groups needs. For us to do this we need certain personal information such as contact details and medical information from you and/or your group. We may also collect your personal information for marketing purposes to inform you of future activities, however you will have the option to opt out at the point of sharing contact information, in all subsequent correspondence or by contacting us directly and requesting deletion of your contact information.

### **How and What Personal Information we collect, process and store**

Reach Outdoors are committed to ensuring the security and protection of the personal information that we process, and to provide a compliant and consistent approach to data protection. We have a robust and effective data protection program in place which complies with existing law and abides by the data protection principles. Reach Outdoors recognise its obligations for the continual monitoring and updating of these processes to meet the demands of the GDPR and the UK's Data Protection Bill.

In operating this website, directly contacting us or engaging with Reach Outdoors services as a client, we may collect and process certain data and information relating to you, your use of this site and the service you wish to access. Your privacy is important to us and we can confirm that we will never release your personal details to any third party for their mailing or marketing purposes. The data that we may need to collect is detailed below. Any information collected is confidential and kept on a secure server that fully complies with Data Protection laws. We will protect the privacy of our visitors when visiting our site, speaking directly with us or communicating electronically with us.

### **Online**

Details of visits to our website or social media accounts i.e. facebook, Instagram; the pages and resources that are accessed, including but not limited to, traffic data, location data and other communication data that may assist us in understanding how visitors use our website. This may also include the resources that you access, and information about where you are on the internet including the domain type, IP address and URL that you came from. This information is collected and used for our internal research purposes and to improve our customer service.

## **Correspondence and Bookings**

If you contact us via email, phone or in person, we may ask you to provide us with contact information. This information will be used for future correspondence regarding services relating to your enquiry. If making a booking enquiry we may also collect information regarding yourself and/or your group to tailor the session to your needs, i.e. wetsuit size, medical information, dietary requirements. We may keep record of any messages you send to us for reference regarding your booking/s.

Correspondence may be provided by Reach Outdoors Ltd to its clients where consent has been provided for marketing purposes. Mailchimp (<https://mailchimp.com/>) is used to send marketing correspondence and stores client name, email address and activity preferences. This information is stored in accordance with their privacy policy (<https://mailchimp.com/legal/terms>).

## **Activity Records and Medical Information**

We are required to keep records of activity participation as well as medical information for insurance reasons and to provide an appropriate service for you and your groups. In the event of any accidents or incidents your data may be recorded and shared with third parties as part of our duty of care. For example; we may need to share your personal information with emergency services and our insurance company; Activities Industry Mutual. By completing our online or paper forms, you are agreeing for us to use your information in this way. Online forms are submitted through Jotform (<https://www.jotform.com/privacy/>).

## **Photos and Media Use**

Providing our clients with photos of their experience is an additional service we offer. It is your right to decline this service. With your consent; which is obtained at the point of booking, we may capture, store and publish photos of your participation in activities. Photos are stored in a secure location and will be sent directly to your provided email address via WeTransfer (<https://wetransfer.com/legal/privacy>) We may also publish on our social media (including Facebook, Instagram, Twitter, NextDoor) pages photos of clients who have given consent. With consent gained at the beginning of each session, photos may be used for marketing purposes on our website, social media pages, display boards owned by Reach Outdoors, as well as third party brochures and websites such as the English Riviera.

## **Payment**

If you make a purchase from us, your card information is not held by us, it is collected by our third-party payment processors; World Pay and SumUp, who specialise in the secure online capture and processing of credit/debit card transactions. To view World Pay's privacy policy, go to: <https://business.worldpay.com/privacy> and to view SumUp's privacy policy, go to: <https://www.sumup.com/en-gb/privacy/>.

## **Sensitive Personal Data**

When Reach Outdoors provides its service to you we may request to collect information that could reveal, details of physical or mental health, ethnic origin or religious beliefs. This information is considered "sensitive personal data" under GDPR and other data protection laws. We only collect this information where it is necessary to deliver our

services to you. For example, if you inform us about specific dietary requirements, this could indicate specific religious beliefs. If you request special assistance, use of an accessible room or facilities; or provide medical information for you and/or your group, this could reveal information about health. By providing any sensitive personal data you explicitly agree that we may collect and use it in order to provide our services and in accordance with this Privacy Policy. If you do not allow us to process any sensitive personal data, this may mean we are unable to provide all or parts of the services you have requested from us.

### **Under 18's**

We are concerned to protect the privacy of children aged 18 or under. If you are aged 18 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information. We collect children's names, gender and ages as part of our booking process.

### **How long is Personal Information kept?**

Whenever we collect or process your personal data, we'll only keep it for as long as necessary for the purpose which it was collected. At the end of that period your data will either be deleted or anonymised in a non-identifiable way for statistical analysis or business planning. We review our retention periods for personal information on a regular basis in line with GDPR and data protection laws. We will hold your personal information on our systems for as long as is necessary for the relevant activity, insurance need and/or is set out in any relevant contract you hold with us.

### **Period in which information is retained**

Adults and children data i.e. party members name, D.O.B, gender, dietary requirements, medical information is reviewed and destroyed after 13 years.

Lead booker data, Query data and email correspondence i.e. Name, email address, other info provided: reviewed and destroyed after 13 years. Information is retained for the convenience of clients rebooking activities.

Payment information. Credit/Debit card information: Not retained

Complaints and issues raised: 13 years

Incident data. Accident reports, witness statements: 13 years

Insurance claims. Notification of claim, details of hearings: Until claim is resolved or expires

Personal data (including assessment evidence) gathered for awarding body courses (e.g. British Canoeing, National Coasteering Charter, ITC First) through physical or digital means will be shared with the Awarding Body and stored as per their respective privacy and data retention policies.

### **Right to Access**

You have the right to ask us for a copy of the information Reach Outdoors holds about you. This can be done by emailing us at: **info@reach-outdoors.com**. Alternatively, you

can telephone our office on **01803 524 950**. We will only charge you for making such an access request where we feel your request is unjustified or excessive.

The accuracy of your information is important to us. If you change email address, or any of the other information we hold is inaccurate or out of date please contact by the above methods.

### **How to Withdraw Consent**

You have a choice about whether or not you wish to receive information from us. We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. If you no longer want to receive direct marketing communications from us, you can either unsubscribe immediately through an unsubscribe link provided in marketing communications by Mailchimp. Alternatively, you can email **info@reach-outdoors.com** or telephone **01803 524 950** and we will process your request within 7 days.

### **Complaints Procedure**

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. You can contact them by calling 0303 123 1113. Or go online to [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) (opens in a new window; please note we can't be responsible for the content of external websites) If you are based outside the UK, you have the right to lodge your complaint with the relevant data protection regulator in your country of residence.

### **Reviewing our Privacy Policy**

We keep this Policy under regular review. This Policy was reviewed April 2023.