
Privacy Policy Canoe Adventures Ltd

May 2018

1. Personal Data

Canoe Adventures (**we**) aims to be clear and transparent about how we use personal data.

What information do we collect about you?

Canoe Adventures (we) collect personal data from customers and prospective customers for the purposes of effective communication in order to deliver our services, which involves significant correspondence before and after the main event.

We collect names, email address and mobile numbers as we often need to be able to contact people outside of working hours, such as evenings, weekend and holidays, when many of our trips take place.

We keep the contact information we collect for the above purposes for three financial years (ends Jan/Feb) following a customer's last trip, after which it is permanently deleted.

For enquiries that do not lead to a booking, we keep contact details for the same period of three financial years after the enquiry is made. We need to do this in order to be able to trace back any queries that may be presented to us by our accountant.

This information is stored in a password-protected spreadsheet, which can be accessed only by the Company Directors or staff authorised by them to help manage bookings and enquiries.

We do not use this information as a database for marketing purposes, eg mailshots.

If people want their contact information removed before the three years have passed, they can ask us to do so by emailing hello@canoeadventures.co.uk and we will willingly comply within a reasonable time.

We require people to voluntarily sign up to our newsletters and mailing lists, and we aim make it clear people know what they are signing up for.

We do not collate website usage information but we may do so at some point in the future using data that will not be identifiable, in which case we will amend this policy and notify those affected.

Will we share your personal data?

We will never share your personal data with anyone outside of Canoe Adventures Ltd, except when required to do so legally, ie to law enforcement agencies.

How can you access, delete, or amend your personal data?

Under EU data protection regulations (GDPR) individuals have specific rights regarding their personal data:

- The right to be informed about how personal data is being used
- The right to access one's personal data
- The right to prevent use of personal data
- The right to correct or erase personal information

You can ask us what personal data we hold about you, and we will let you know within 30 days. You can also ask us to correct or erase your personal information.

To do so please email hello@canoeadventures.co.uk

Other Websites

The Canoe Adventures website occasionally contains links to other websites. This privacy policy only applies to the Canoe Adventures website so when you link to other websites you should read their own privacy policies

2. Photos

Canoe Adventures aims to be clear and transparent about how we use photos taken on our trips. We aspire to best practice in both complying with legal requirements and being courteous and respectful to our customers.

We recognise our activities are very photogenic and that we provide very special experiences for our customers that become important memories for them. There is therefore an understandably high amount of photos taken on our trips and that are shared afterwards. While we cannot control how our customers use the photos they take on our trips, we do encourage sensitivity, especially on 'by-the-seat' trips where we have put strangers together on the same trip, and when under 18s are present.

Our Skippers may take some photos on behalf of our customers using their personal phones or company camera. We aim to share any photos we take with our customers before using for promotional purposes, eg social media.

We require written permission from schools, parents, guardians before using any close-up pictures of under 18s. Written permission may include email.

If anyone wants their photos removed from our marketing or social media they can ask to do so by emailing hello@canoeadventures.co.uk and we will willingly comply within a reasonable time.

If anyone has an issue with a way in which a photo of them or their child(ren) has been used by another customer, they may let us know and we will do our best to forward their concern to that customer and request its removal. We are unlikely to take further action than that, unless requested by law enforcement agencies. They can ask to do so by emailing hello@canoeadventures.co.uk with a link to where the photo is to be found on line.

Given the broad reach of the internet and social media in particular, and the informal, friendly spirit in which people participate with Canoe Adventures, we appeal to a common-sense approach to enforcing this policy.

3. Changes to Our Privacy Policy

We keep our privacy policy under regular review and we will place any updates on our web page. This privacy policy was last reviewed on 24th May 2018.

How to Contact Us

Please contact us if you have any questions regarding our privacy policy, or would like to access, amend, or delete your personal data.



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