

Seatrails Privacy Statement

Seatrails is committed to protecting and respecting your privacy. This Privacy Statement sets out the basis on which any personal data we collect from you or that you provide to us (Data) will be processed.

Information We May Collect From You

We collect Data about you on the website which you volunteer when you e-mail us or by using our Contact Us form. We may collect and process the following data about you:

- your name;
- your email address;
- the time and date of your visit/tour;
- information that you provide by filling in our contact us and booking form on our website.

This information will only be used by us -

- a) for the *purpose* for which it was provided by you
- b) for *verification* purposes
- c) for organising the tour appropriately and according to your wishes
- c) for statistical analysis, marketing and administration purposes

Reporting a Problem

When you access our website, your computer's browser provides us with information such as your IP address, browser type, access time and referring URL which is collected and used to compile statistical data on the use of our website. This information may be used to help us to improve our website and the services we offer.

Security & Where We Store Your Personal Data

We are committed to protecting the security of your Data. However, we cannot give a complete guarantee for the security of your data transmitted to our site over the Internet. Transmission of Data is at your own risk. By submitting your personal data, you agree to this transfer, storing and processing.

Use of Your Data

The Data that we receive from you is used to:

- ensure that we have accurate up-to-date information about you in order to correspond with you and help organise an appropriate trail/tour/package;
- process bookings and payments, provide information to you on our products and services, provide you with a newsletter;
- notify you about changes, weather, location/meeting points etc.

We do not sell or exchange Data to third parties other than to the stables that we work with if you choose our 'Heritage on Horseback' trail. These details would only be names, gender, height, weights and level of experience, concerns, and the ages of your children. Nothing else is shared.

USE OF SEATRAILS IMAGERY WITH YOU IN IT

On all the trails, customised tours and walking holidays that we offer, we take photos and videos of you out enjoying yourselves in stunning scenic areas. We have always asked in the past, in advance, if you are happy to allow us to do this and to post afterwards on social media channels and if you are happy for us to put them on our website.

We only post the best imagery and we also consider the sensitivity of the person captured in close-up shots. Most of the imagery we take is landscape orientated with people in the distance but sometimes, it might be a closeup, of someone engaging with the environment for example/looking at a fossil or a tomb etc. Some of these shots or videos may be used for example on future Seatrails social media posts or on the Seatrails website and / in a newsletter or in a newspaper article for example provided you are happy for us to use them. You will be asked to tick a box during booking to give us permission to do this. It is also advised that you tell us on the day if you are not ok with us using any imagery/footage.

If another commercial business wishes to use a Seatrails image/video that we have taken of you for promotional purposes, you will be required to tick a box that permits us to release the image/video *at the time of booking*. If you do **not** wish for the images to be used outright, then you must tick the box 'No' and state it clearly on the day that you meet us also.

Please note, we will not release images unless they are of exceptional quality and reflect what we offer at Seatrails.

CHANGES TO OUR PRIVACY STATEMENT

We reserve the right to change this Privacy Statement from time to time, if required. Changes will appear here at that time.

CONTACT US

Questions or comments regarding this Privacy Statement and the information we hold are welcome and should be addressed to Auriel Robinson, Seatrails.