

## DATA PROTECTION & PRIVACY POLICY

### About This Policy

Under the Data Protection Act 1998 companies are required to make it clear how they obtain, store and use their customers personal data. This document sets out to explain how **just SUP uk** does this and why.

We take protecting your data seriously (we are customers too) so if you have any comments or concerns about this document or our policy, please do not hesitate to get in touch by emailing [admin@justsupuk.com](mailto:admin@justsupuk.com).

#### 1.0 Who Are We?

- 1.1 **just SUP uk** is the trading name of Holmbush House Ltd (Company no. 13002354). Our registered address is The Quadrant Centre, Limes Road, Weybridge, Surrey, KT13 8DH.
- 1.2 Our website address is [www.justsupuk.com](http://www.justsupuk.com)
- 1.3 Our contact telephone number is 07978 732698

We may collect, use and store your personal data as described below:

#### 2.0 What Type of Information and How We Collect It.

- 2.1 When you contact us via our website, by email, by telephone or even in person in order to purchase an experience or goods from us, we may collect and store details about you. These may include your name and that of your child or dependant(s), your postal address, date of birth, email address, mobile phone number and emergency contact details. In addition, we may also collect details of any medical conditions.
- 2.2 We may also collect details of telephone conversations or correspondence that may have taken place between us.
- 2.3 In certain circumstances we may photograph or video customers participating in activities or events organised by **just SUP uk**.
- 2.4 **Bank Details** : Payment for activities and experiences is done via a third-party booking management provider. They are called EOLA ([www.eola.co](http://www.eola.co)). **just SUP uk** does not see or store any data provided by customers when purchasing activities/events. Any card or bank details provided over the telephone will be used once and then destroyed.

#### 3.0 Why We Collect Your Data?

We will retain your data to ensure we can do the following things:

- 3.1 To improve our customers experience of using our products and services including our website functionality.
- 3.2 Ensure we can track and resolve any customer issues as quickly and efficiently as possible.
- 3.3 For training and/or business purposes.
- 3.4 Ensure that any information we may send you is relevant.
- 3.5 Ensure we are able to react quickly and efficiently in case of any emergency whilst you are participating in any activities or events organised by **just SUP uk**.

#### 4.0 How We Use the Data.

We may use your data in the following ways:

- 4.1 To modify or present information via our website more effectively to you.
- 4.2 To provide information about your booked activities, events or goods to you via, email, SMS or mobile telephone number. (Please note these may relate to rescheduling your booking).

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- 4.3 To provide details of upcoming activities, promotions or events to you, via email or SMS.
- 4.4 To provide you with information about **just SUP uk** activities, events or goods that you have requested.
- 4.5 Images/videos of customers participating in activities or events organised by **just SUP uk**, may be used for promotional purposes via our website or social media feeds (see section 10.0)

### 5.0 Who Else Has Access to Your Data?

- 5.1 **just SUP uk** will never pass, share or sell your personal data on to a third party without your express prior consent except where required to do so by law (eg. to protect other people's property, safety or rights).
- 5.2 Please note that this policy concerns only the operations of **just SUP uk**. Any websites that are accessed by you via our website will have their own data protection policies and **just SUP uk** does not accept any responsibility or liability for these sites.

### 6.0 Where We Store and Protect Your Data?

- 6.1 We will not transfer your collected data outside the European Economic Area (EEA).
- 6.2 Where necessary **just SUP uk** will take all reasonable steps to keep your data secure. Please note however, that we cannot guarantee complete security for your data. Where you are transmitting your data over the internet you take a risk that it may not be secure despite our reasonable efforts.
- 6.3 Images/video participants will be anonymous. Names of participants will not be disclosed unless required to do so for legal reasons.
- 6.4 In the event of a data-breach that might expose you to serious risk, **just SUP uk** will notify you as soon as possible.

### 7.0 How Long Do We Keep Your Data?

- 7.1 Under the Data Protection Act 1998, companies are permitted to keep customers data for as long as they genuinely need it. Unless we receive a request from you to stop using your data, we will continue to store and process it for marketing and business purposes. Once we receive a request to stop processing your data, the data will be kept for six years before being destroyed. This ensures **just SUP uk** is compliant with its legal obligation.

### 8.0 Your Consent

By using the **just SUP uk** website (or App) and disclosure of your personal data, you signify your consent for us to collect, store and use your data in accordance with this Privacy Policy.

### 9.0 Your Rights

- 9.1 If you do not wish to receive marketing information about **just SUP uk** activities, events or products you can do this by emailing us at any time at [admin@justsupuk.com](mailto:admin@justsupuk.com)
- 9.2 The Data Protection Act 1998 also gives you the right to see the information we hold about you.
- 9.3 You also have the right to have any errors in your data corrected.
- 9.4 Customers may decline having their image/video being used for promotional or training purposes and images will be deleted immediately upon this request. This can be done by emailing [admin@justsupuk.com](mailto:admin@justsupuk.com).
- 9.5 In certain circumstances you may also have the right to have your data erased.

### 10.0 Social Media

**just SUP uk** maintains publicly facing content on several social media feeds and networking sites. These sites may direct customers to our website ([www.justsupuk.com](http://www.justsupuk.com)). In order to improve our services and consumer experiences, **just SUP uk** may analyse and track this traffic.

10.1 By ticking the YES box on the Consent and Medical Declaration Form you are giving **just SUP uk** your permission to do this.

10.2 By posting any content to **just SUP uk** social media feeds, you agree that the content will not be considered confidential, defamatory of any person or business and will not infringe any copyright, trademark or promote any illegal activity.

10.3 **just SUP uk** has the right to reproduce, transfer, distribute, publish and display any such content provided to our social media sites, royalty-free. This includes editing and creating derivative content from your content for marketing purposes.

### 11.0 Policy Changes

Should we change any aspect of our data privacy policy we will post the updated version on our website. The policy is dated and also versions are numbers. Details may also be emailed to you.