



## Privacy Policy

**Path Hill Outdoors and 2Wild are committed to protecting and respecting your privacy.**

This policy explains when and why we collect personal information about you, how we use it, the conditions under which we may disclose it to others, how we keep it safe and secure and your rights and choices in relation to your information.

Any questions regarding this policy and our privacy practices should be sent by email to [contact@pathhill.com](mailto:contact@pathhill.com) or by writing to Path Hill Outdoors, Path Hill, Goring Heath, Oxfordshire, RG8 7RE. Alternatively, you can telephone 0118 9842500

### Who are we?

Path Hill Outdoors is a not for profit company (registered no 7517931) dedicated to providing outdoor opportunities for young people and adults. 2Wild is part of Path Hill Outdoors.

### How do we collect information from you?

We obtain information about you directly. This may come from information you have put on forms on our website or paper copies given or posted to you.

### When you visit this website

We, like many companies, automatically collect the following information:

- technical information, including the type of device you're using, the IP address, browser and operating system being used to connect your computer to the internet. This information may be used to improve the services we offer.
- information about your visit to this website, for example we collect information about pages you visit and how you navigate the website, i.e. length of visits to certain pages, products and services you viewed and searched for, referral sources (e.g. how you arrived at our website).

We collect and use your personal information by using cookies on our website – more information on cookies can be found under the 'Use of Cookies' section below.

### Social Media



When you interact with us on social media platforms such as Facebook and Twitter we may obtain information about you (for example, when you publicly tag us in an event photo). The information we receive will depend on the privacy preferences you have set on those types of platforms.

## **What type of information is collected from you?**

The personal information we collect, store and use might include:

- your name and contact details (including postal address, email address and telephone number);
- the date of birth of your child;
- medical conditions, dietary requirements;
- information about your activities on our website and about the device used to access it, for instance your IP address and geographical location;
- your bank or credit card details. If you make a payment online, your card information is not held by us, it is collected by our third party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions;
- any other personal information shared with us.

Data protection laws recognise certain categories of personal information as sensitive and therefore requiring greater protection, for example information about your health, ethnicity and religion. Where appropriate, we will make clear why we are collecting this type of information and what it will be used for.

## **How and why is your information used?**

We may use your information for a number of different purposes, which may include:

- providing you with the services, products or information you asked for.
- seeking your views or comments on the services we provide;
- notifying you of changes to our services;
- sending you communications which you have requested and that may be of interest to you. These may include information about fundraising appeals and activities and promotions of services;

## **How long is your information kept for?**

We keep your information for no longer than is necessary for the purposes it was collected for. The length of time we retain your personal information for is determined by operational and legal considerations. For example, we are legally required to hold some types of



information to fulfil our statutory and regulatory obligations (e.g. health/safety and tax/accounting purposes).

We review our retention periods on a regular basis. The maximum time period we retain data before destroying it is five years from when it is in current use.

## **Who has access to your information?**

**We do not sell or rent your information to third parties.**

**We do not share your information with third parties for marketing purposes.**

## **Lawful Processing**

Data protection law requires us to rely on one or more lawful grounds to process your personal information. We consider the following grounds to be relevant:

### **Specific Consent**

Where you have provided specific consent to us using your personal information in a certain way, such as to send you email, text and/or telephone marketing.

### **Legal obligation**

Where necessary so that we can comply with a legal or regulatory obligation to which we are subject, for example where we are ordered by a court or regulatory authority.

### **Vital interests**

Where it is necessary to protect life or health (for example in the case of medical emergency suffered by an individual at one of our events) or a safeguarding issue which requires us to share you information with the emergency services.

### **Legitimate interests**

Where it is reasonably necessary to achieve our or others' legitimate interests (as long as what the information is used for is fair and does not duly impact your rights).

We consider our legitimate interests to be running Path Hill Outdoors as a not for profit organisation in pursuit of our aims and ideals. For example to:

- send postal communications which we think will be of interest to you;
- conduct research to better understand who our supporters are to better target our fundraising;



- enhance, modify, personalise or otherwise improve our services /communications for the benefit of our customers; and
- understand better how people interact with our website.

When we legitimately process your personal information in this way, we consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. We will not use your personal information where our interests are overridden by the impact on you, for example, where use would be excessively intrusive (unless, for instance, we are otherwise required or permitted to by law).

When we use sensitive personal information, we require an additional legal basis to do so under data protection laws, so will either do so on the basis of your explicit consent or another route available to us at law (for example, if we need to process it for employment, social security or social protection purposes, your vital interests, or, in some cases, if it is in the public interest for us to do so).

## **Marketing Communications**

We may use your contact details to provide you with information about the new opportunities to be outdoors provided by Path Hill Outdoors, if we think it may be of interest to you.

### **Email/text/Phone**

We will only send you marketing communications by email, text and telephone if you have explicitly provided your prior consent. You may opt out of our marketing communications at any time by clicking the unsubscribe link at the end of our marketing emails.

### **Post**

We may send you marketing communications by post unless you have told us that you would prefer not to hear from us.

### **Your choices**

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about what we do, then you can select your choices by ticking the relevant boxes situated on the form used to collect your information.

We're committed to putting you in control of your data so you're free to change your marketing preferences (including to tell us that you don't want to be contacted for marketing purposes) at any time by contacting us by email: [contact@pathhill.com](mailto:contact@pathhill.com) telephone: 0118 9842500 or post: Path Hill Outdoors, Path Hill, Goring Heath, Oxfordshire, RG8 7RE.



We will not use your personal information for marketing purposes if you have indicated that you do not wish to be contacted and will retain your details on a suppression list to help ensure that we do not continue to contact you.

## **Your Rights**

Under UK data protection law, you have certain rights over the personal information that we hold about you. Here is a summary of the rights that we think apply:

### **Right of access**

You have a right to request access to the personal data that we hold about you. You also have the right to request a copy of the information we hold about you, and we will provide you with this unless legal exceptions apply.

If you want to access your information, please send a description of the information you want to see and proof of your identity by post to the address provided below.

### **Right to have your inaccurate personal information corrected**

You have the right to have inaccurate or incomplete information we hold about you corrected. The accuracy of your information is important to us so we're working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or if you believe any of the other information we hold is inaccurate or out of date, please contact us via email or post (see below). Alternatively, you can telephone 0118 9842500

### **Right to restrict use**

You have a right to ask us to restrict the processing of some or all of your personal information if there is a disagreement about its accuracy or we're not lawfully allowed to use it.

### **Right of erasure**

You may ask us to delete some or all of your personal information and in certain cases, and subject to certain exceptions; we will do so as far as we are required to. In many cases, we will anonymise that information, rather than delete it.

### **Right for your personal information to be portable**

If we are processing your personal information (1) based on your consent, or in order to enter into or carry out a contract with you, and (2) the processing is being done by automated means, you may ask us to provide it to you or another service provider in a machine-readable format.



## Right to object

You have the right to object to processing where we using your personal information (1) based on legitimate interests, (2) for direct marketing or (3) for statistical/research purposes.

If you want to exercise any of the above rights, please email us at: [contact@pathhill.com](mailto:contact@pathhill.com) telephone: 0118 9842500 or post: Path Hill Outdoors, Path Hill, Goring Heath, Oxfordshire, RG8 7RE. We may be required to ask for further information and/or evidence of identity. We will endeavour to respond fully to all requests within one month of receipt of your request, however if we are unable to do so we will contact you with reasons for the delay.

Please note that exceptions apply to a number of these rights, and not all rights will be applicable in all circumstances. For more details we recommend you consult the guidance published by the UK's Information Commissioner's Office, <https://ico.org.uk/>

## Keeping your information safe

When you give us personal information, we take steps to ensure that appropriate technical and organisational controls are in place to protect it.

Any sensitive information (such as credit or debit card details) is encrypted and protected with the following software 128 Bit encryption on SSL. When you are on a secure page, a lock icon will appear on the bottom of web browsers such as Microsoft Internet Explorer.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

## Use of 'cookies'

Like many other websites, this website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. For example, we use cookies to store your country preference. This helps us to deliver a better more personalised service when you browse our website and improve our services.

It is possible to switch off cookies by setting your browser preferences. Turning cookies off may result in a loss of functionality when using our website.



## **Links to other websites**

Our website may contain links to other websites run by other organisations. This policy applies only to our websites ([www.2wild.co.uk](http://www.2wild.co.uk) and [www.pathhill.com](http://www.pathhill.com)) so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other websites even if you access them using links from our website.

In addition, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the privacy policy of that third party site.

## **16 or Under**

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

## **Vulnerable circumstances**

We are committed to protecting vulnerable customers and volunteers and appreciate that additional care may be needed when we use their personal information. In recognition of this, we observe good practice guidelines in our interactions with vulnerable people.

## **Changes to this policy**

Any changes we may make to this policy in the future will be posted on this website so please check this page occasionally to ensure that you're happy with any changes. If we make any significant changes we'll make this clear on this website.

## **Review of this Policy**

We keep this policy under regular review. This policy was last updated in May 2018.

It will be reviewed again in October 2019