GDPR POLICY NEW

By submitting Personal Information to this website, you agree that we may process it in the manner described in this Policy. This Policy does not apply to third party links beyond this website.
The policy: This privacy policy notice is served by Adore Your Outdoors under the website; www.adoreyouroutdoors.co.uk. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information through the business and while you browse or use this website. If you do not agree to the following policy you may wish to cease viewing / using this website, and or refrain from submitting your personal data to us.

**Policy key definitions:**
"I", "our", "us", or "we" refer to the business, Adore Your Outdoors
"you", "the user" refer to the person(s) using this website.
GDPR means General Data Protection Act.
PECR means Privacy & Electronic Communications Regulation.
ICO means Information Commissioner's Office.
Cookies mean small files stored on a user’s computer or device.
Key principles of GDPR:
Our privacy policy embodies the following key principles; (a) Lawfulness, fairness and transparency, (b) Purpose limitation, (c) Data minimisation, (d) Accuracy, (e) Storage limitation, (f) Integrity and confidence, (g) Accountability.
This policy explains:
What information we collect about you
How we use your information
Email marketing messages and subscription
Cookies
Other websites
Data security and protection
Changes to this policy
Access to your information and corrections

**What information we collect about you**
We may collect information about you if you sign up for email marketing. We use Kartra or other similar products for this. The information you provide (name and email address) will be transferred to Kartra to be processed in accordance with their privacy policy and terms.
We may collect information about you if you make a booking or an enquiry with us. This would be your name and the contact information that you provide us with for communicating with you about the booking or enquiry.
We do not collect any card details during financial transactions. Your financial transactions are securely processed by Paypal or Stripe in accordance with their policies and terms.
Information about you may also be collected by our social media (Facebook, Instagram, LinkedIn or YouTube), and stored within those platforms and used in accordance with their privacy policies.
Information may also be collected via the use of cookies on our website.

**How we use your information**
We want to protect your privacy and confidentiality. We understand that all users of our web site are quite rightly concerned to know that their data is being used lawfully. We will always abide by the General Data Protection Regulation (GDPR) and when we ask you for information, we will tell you the purposes for which we will process that information. Such purposes include the following:
• contacting you to inform you of new services, events or information which we think will be of interest to you
• contacting you to inform you of updated services, events or information which we think will be of interest to you
• marketing and market research; and
• internal use to help us improve our services and to help resolve any problems.
We use the information we have about you to email you if you sign up to marketing emails; periodic newsletters from Mailchimp (see marketing section below).
The information you provide us with when making a booking or enquiry is used only for us to communicate with you about the booking or enquiry.
We use Facebook and Instagram to share information with you, in accordance with the privacy policies of those platforms. We use cookies (see below) on our website.
Any Personal Information you provide to us will only be used by us. However, your information may be disclosed where we are obliged or permitted by law.
If now or at any time in the future you decide that you do not wish to receive information from us about services that we provide, please let us know by emailing hello@adoreyouroutdoors.co.uk

**Email marketing messages & subscription**
Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. We only collect certain data about you, as detailed in the "What information we collect about you" above. Any email marketing messages we send are done so through an EMS, email marketing service provider. An EMS is a third-party service provider of software / applications that allows marketers to send out email marketing campaigns to a list of users.
Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.
Any email marketing messages we send are in accordance with the GDPR and the PECR. We provide you with an easy method to withdraw your consent (unsubscribe) or manage your preferences / the information we hold about you at any time. See any marketing messages for instructions on how to unsubscribe or manage your preferences, you can also unsubscribe from all Kartra lists, by following the link included in all comms, otherwise contact the EMS provider.
Our EMS provider is Kartra. We hold the following information about you within our EMS system;
Email address
I.P address
Subscription time & date

**Cookies**
A ‘cookie’ is a small amount of information that is placed on your computer’s hard drive when you visit a website. It collects details of visitor behaviour, which can be used to improve the service delivered to you on a website. The cookies do not collect Personal Information.
Your computer can be set to accept or reject cookies if you visit the Help menu on your web browser. However, by rejecting cookies, you may not be able to take full advantage of this site’s features and you will not be able to complete the registration process.
For further information visit www.aboutcookies.org or www.allaboutcookies.org. You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser.

**Other websites**
Articles on this site may include embedded content (e.g., videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.
These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

**Data security and protection**
We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

**Changes to this polic**y
As a result of changes in the law and technology, our practices will change over time. When this happens, we will post the changes on our website as soon as is practicable and, therefore, we encourage you to check the site frequently. We will always deal with your information fairly and in accordance with your instructions.

**Access to your information and corrections**
You may request a copy of the Personal Information that we hold in relation to you. Upon receipt of your written request, and enough information to permit us to identify your Personal Information, we will disclose what we hold. We will also correct, amend or delete any Personal Information that is inaccurate, and notify any third-party recipients of the necessary changes.
If you wish to access, correct or delete your Personal Information, or if you have any questions about this Policy or concerns about the way in which we process your Personal Information, please e-mail sonya@adoreyouroutdoors.co.uk. We do not charge for complying with a correction or deletion request however we may charge a small fee to cover our costs in complying with requests for Personal Information.