

Wherry Yacht Charter Charitable Trust – Privacy Policy

1. Information about Wherry Yacht Charter Charitable Trust (“WYCCT” or “We”)

WYCCT is a charity and a company limited by guarantee and incorporated in England and Wales, which aims to restore, maintain, preserve and sail, for the benefit of the public, examples of the Norfolk wherry, in particular the wherries “Ardea”, “Hathor”, “Norada”, “Olive” and “White Moth”.

2. Lawful Basis for Processing Data

Under the General Data Protection Regulations (GDPR) there needs to be a lawful basis for processing your data. We process a number of types of data for various reasons:

2.1 Contractual obligations

We collect your personal data, such as your name, address, telephone number and email address, to fulfil our obligations to you, for example, to provide you with a quote for a charter or other sailing on board one of our wherries, to enable your order to be processed or to provide information after a sailing.

2.2 Consent

In some cases, we collect and process your personal data for marketing purposes with your pro-active consent, for example, so that we may send you personalised marketing and promotional offers based on your previous dealings with us.

You have the right to withdraw this consent at any time by contacting us. You can refuse to consent to providing your personal data for marketing purposes or opt out of being contacted by us.

2.3 Legal obligation

We collect and process your data in accordance with any legal obligations we may have. For example, we may need to process personal data to comply with any relevant laws and regulations.

2.4 Legitimate interest

We process personal data for the following legitimate interests of our activities including:

- To understand how people interact with our website;
- For providing relevant advertising and marketing of our activities; and
- To develop our activities for the benefit of our charitable aims.

3. How do we collect your personal data?

Where possible we collect your personal data directly from you, either when you contact us directly or through our website; when you book a sailing or viewing with us. This gives you control over the data you provide.

We automatically collect some information and data when you visit our website or online services using cookies to monitor the IP address you are using to access our website.

4. What kind of personal data do we collect?

We will process personal data which is relevant to our activities and specific to your relationship with WYCCT which may include the following:

- first and last name
- gender
- date of birth
- billing address
- payment details
- orders and receipts
- your purchase history
- your email address
- your telephone number
- voice mail recording

- your IP address which automatically collects information from our website
- information if applying for a vacancy as an employee, volunteer, trainee, skipper or crew.

5. How and why do we use your personal data?

Our primary use of your personal data is to deliver our charitable aims and to seek to provide the best customer service we can.

If you deal with us, we need your personal data to get in contact with you. We will use your personal data to register you as a customer, to inform you of details of our sailings or viewings and to collect payment.

We also use your data to manage our relationship with you and, if you have expressly consented to marketing communications, to send you details of our activities.

6. To whom we disclose your personal data?

Being a small charity, WYCCT's activities are conducted by volunteers and Trustee Directors, but there are times when we work with external suppliers, for example, service providers who provide IT and system administration support, or operational companies such as transport providers, including bus companies to take customers to and from destinations where our sailings commence or terminate. We seek to ensure that these third parties respect the security of your personal data.

We may also use your personal data (IP Address) for example with Google Analytics to improve our service and show you more details of our activities that might interest you while you're browsing the internet. This is based on either your consent or your acceptance of cookies on our websites.

We may also disclose your personal information to law enforcement, regulatory and other government agencies and to professional bodies and other third parties, as required by and in accordance with applicable law or regulation.

7. How long we keep your personal data?

Whenever we collect or process your personal data, we will keep it only for as long as is necessary for the purpose for which it was collected.

At the end of the retention period, your personal data will either be deleted completely or anonymised, for example by aggregation with other data so that it can be used in a non-identifiable way for statistical analysis.

8. How we protect your personal data?

Protecting your data is important to us and we use all reasonable endeavours to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. We also limit access to your personal data to those involved with undertaking WYCCT's charitable aims and who have a need to know such data for meeting those aims.

In certain circumstances you can ask us to delete your data. See the section, below, entitled 'Your rights in respect of your personal data' for more information.

9. Your rights in respect of your personal data

As an individual you have a number of rights under the relevant data protection laws, including:

- the right to request from us access to your own personal information;
- the right to ask us not to process your personal data for direct marketing;
- the right to request any inaccurate information we hold about you is corrected;
- the right to request your information is deleted in certain circumstances;
- a right to request that we stop using your personal information for certain purposes;

These rights may be limited by law to certain defined circumstances and we may not be able to comply with your request. If you request to exercise these rights, we aim to respond to you as promptly as reasonable practicable.

10. Contacting to supervisor authority

Whilst we try to manage your expectations, if you feel that your data has not been handled correctly or if you have any concerns or complaints about our data handling, please contact us. If we are unable to resolve your complaint you have a right to complain to the Information Commissioner, whose contact details can be found at www.ico.org.uk.

11. How our website uses Cookies

Cookies are small pieces of information which are stored by the browser on your computer's hard drive. They are text files designed to make on-line activities easier, usually by remembering details such as whether you have visited a site before. This data is anonymous, containing a website name and a unique user ID.

None of the cookies we use collect personal information about you. They are used to give us anonymous data that allows our website to work properly and help us see where we can seek to improve our customer service

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