



# Privacy Policy 2025

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At Gwithian Surf School, a trading name of St Ives Bay Adventure Group Ltd, we respect your privacy and are committed to protecting your personal data. This Privacy Policy outlines how we collect, use, and safeguard the personal information you provide to us, and explains your rights in relation to that information.

## 1. Information We Collect

We collect personal data when you interact with us through our website, booking system, over the phone or during your visit to our surf school. This includes:

- **Personal Identifiers:** Name, email address, phone number, age, and gender.
- **Booking Information:** Date of booking, surf lesson preferences, equipment rental details, and payment information.
- **Health and Safety Data:** Medical conditions, allergies, and emergency contact details (only when necessary for your safety during lessons).
- **Website Usage Data:** IP address, browser type, device information, and usage patterns (via cookies and analytics tools).

## 2. How We Use Your Information

We use the information we collect for the following purposes:

- **To Provide Services:** To book and manage surf lessons, rentals, and other services you request.
- **Communication:** To send confirmations, reminders, or updates about your bookings or upcoming lessons.
- **Customer Support:** To respond to inquiries, provide assistance, and resolve any issues.
- **Marketing:** To send promotional emails, offers, and newsletters, which you can opt-out of at any time.
- **Compliance:** To comply with legal obligations, such as safety regulations and reporting requirements.

## 3. How We Protect Your Data

We take reasonable precautions to protect your personal information from unauthorised access, loss, misuse, or alteration. These include:

- Using secure methods to process payments (e.g., encrypted transactions).
- Storing data on protected servers and using firewalls to block unauthorized access.
- Limiting access to your data to authorized staff members who need it to provide services.

#### 4. Data Sharing

We do not share your personal information with third parties except in the following circumstances:

- **Service Providers:** We may share your data with trusted partners, such as payment processors or email marketing services, who help us deliver services. These providers are bound by confidentiality agreements.
- **Legal Compliance:** We may disclose your information if required by law, such as in response to a subpoena or other legal process.

#### 5. Cookies and Tracking Technologies

Our website may use cookies and similar tracking technologies to enhance your experience and analyse website usage. You can manage your cookie preferences through your browser settings.

#### 6. Your Rights

You have the following rights regarding your personal information:

- **Access:** You can request a copy of the personal data we hold about you.
- **Correction:** You can ask us to correct any inaccurate or incomplete data.
- **Deletion:** You can request the deletion of your personal data, subject to legal obligations.
- **Opt-out:** You can opt out of marketing communications at any time by following the unsubscribe instructions in our emails or contacting us directly.
- **Data Portability:** You can request that we provide your data in a commonly used electronic format.

If you would like to exercise any of these rights, please contact us.

#### 7. Retention of Data

We will retain your personal information for as long as necessary to fulfil the purposes outlined in this policy, or for as long as required by law.

#### 8. Children's Privacy

Our services are not intended for children under the age of 16. We do not knowingly collect or solicit personal information from children. If we learn that we have collected personal data from a child under 16, we will delete that information as quickly as possible.

#### 9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and the updated policy will be effective immediately upon posting. We encourage you to review this policy periodically for any updates.

## **10. Contact Us**

If you have any questions or concerns about this Privacy Policy or how we handle your personal data, please contact us at:

**Gwithian Surf School**

**Email:** [info@gwithiansurfschool.co.uk](mailto:info@gwithiansurfschool.co.uk)

**Phone:** 01736 804700 (option 1)

**Address:** Sunset Surf Café, 10 Gwithian Towans, Gwithian, Cornwall, TR27 5BT