

Privacy Notice

Here at Trent River Cruises, your privacy is very important to us and we are committed to doing everything we can to protect any personal data that you give to us. Please continue reading this Privacy Notice to understand how we use and protect your personal data. If you have any questions about what we do with your personal data after reading this notice, please feel free to contact us either by telephone on [0115 9100507](tel:01159100507) or by email to info@trentcruising.com

This Privacy Notice covers all platforms through which we communicate with the public, including our website, emails and where you interact with us on social media sites such as Twitter and Facebook (in which case you should also refer to those social media sites' privacy notices).

The data controller of the personal data referred to in this privacy notice is Trent River Cruises Ltd, a limited liability company registered at Colwick Country Park, River Road, Colwick, Nottingham, NG4 2EW, registered company number **08795585**.

All references in this privacy notice to "us", "we" and "our" refer to Trent River Cruises Ltd and to "our website" refer to www.trentcruising.com, and to "you" and "your" refer to the user/client.

What kind of personal data do we collect?

When you book a cruise with us, you will be required to provide us with certain information, including your name, address, email address, telephone number and payment information.

There are also other instances when you'll provide us with information, for example if you sign up to our email newsletter, or fill in the enquiry form on our website, or enter one of our competitions or complete a customer survey form.

Personal data that we receive from others

We may also receive information about you from an events organiser or tour operator for the purpose of carrying out a booking that you have made with that agent. In that circumstance, we will only use your personal data to carry out that booking, unless we have your permission to do otherwise.

What do we do with your personal data?

Once we have collected the information about you, it will be used for the following purposes:

Bookings: We will use your personal data to provide to you the services that we sell, which may include a cruise, food, entertainment, transport and other ancillary products. We need certain information about you, so we can fulfil our obligations contained in the contract that you enter into with us when you make a booking.

To communicate with you in relation to your booking:- We will use the contact information you have previously shared with us to communicate with you in relation to your booking and to provide you with information relevant to your booking.

Customer Services: You are free to contact us about our services at any time, whether this is a general query or a question about your booking. This can be done through the “Contact Us” system on our website, by telephone, email, letter or via social media. We will use the information that you have provided to help us answer any questions and respond to your query (along with any future queries that you may have).

Marketing: Where you have made a booking with us and you have not opted out (or in any other case, if you have opted in to receive marketing by e-mail or text message), we may contact you by e-mail or text message with information about other cruise packages that we offer that are similar to those that you have already purchased or enquired about and we think may interest you based on the information we hold about you. We may also use your contact details to contact you by post with details of cruise packages that we think may be of interest to you (unless you have told us you don't want to receive these communications).

Promotional Activities: If you participate in our promotions (such as surveys or competitions) we will use the information you provide to administer these activities.

Legal basis for processing personal data

Our legal basis for collecting and using the personal data described above will depend on the personal data concerned and the specific context in which we collect it.

However, we will normally collect personal data from you under the following legal bases:

- **Performance of a contract:** If we have obligations under a contract with you, we will use your information to perform our obligations to you. For example, if you make a booking with us, we will use the information that you provide us with to complete the booking.
- **Consent:** You will be asked to consent to us providing you with marketing information and if you give us this consent, we will rely on this when contacting you with marketing information by e-mail and text message (although please note that in limited circumstances we are allowed to send marketing information to you without your consent). You can opt-out of receiving marketing communications from us at any time by contacting us using the details at the end of this policy, or by using the link at the bottom of each email that we send to you.
- **Legitimate interests:** We will use your information for our own legitimate interests, for example, to improve and promote our services and for our own administrative purposes including creating and maintaining business records of our relationship with you.
- **Legal requirements/vital interests:** In some cases, we will have a legal obligation to collect personal data from you (for example, for us to comply with tax laws which require us to collect and retain records of products and services that we sell) or where we need the personal data to protect your vital interests or those of another person (for example, if you are involved in an emergency and we need to provide the details which we hold about you to the emergency services).

How and where will your data be processed?

Any information that we hold about you is stored on our secure servers and all payment transactions are encrypted. Only authorised personnel are permitted to access personal data in the course of their work. Whilst we do our best to protect your personal data, no information transferred over the internet can be guaranteed to be completely secure and you provide your information at your own risk.

When your credit card details are required as part of the booking process we store the last 4 digits and an authorisation token.

When do we share your data with third parties?

In certain circumstances we do share your personal data with parties outside of Trent River Cruises Ltd. The third parties who we share your personal data with include:

- **Third party service providers:** This includes anyone who provides services or functions on our behalf, including credit card processing, business analytics, advertising, administration of competitions and promotions, collection of customer feedback and customer service. We use these service providers to process your data on our behalf, this may be to send out marketing material or to collate information that can be analysed to improve our service. They have access to and may collect information only as needed to perform their functions and are not permitted to share or use information for any other purpose.
- **Any competent law enforcement body, regulator, government agency, court or other third party** where we believe disclosure is necessary (i) as a matter of applicable law or regulation, (ii) to exercise, establish or defend our legal rights (including to investigate any suspected fraudulent or other criminal activity), or (iii) to protect your vital interests or those of any other person.
- **Potential Buyer** (and its agents and advisers) in connection with any proposed purchase, merger or acquisition of any part of our business, provided that we inform the buyer it must use your personal data only for the purposes disclosed in this Privacy Notice.

Any information that is collected from you directly by other suppliers or which you share through social media platforms such as Facebook is not covered under this Privacy Notice and we would urge you to check their own privacy policies before handing over any of your personal data.

Retention of your personal data

When we have no ongoing legitimate business need to process your personal data (for example, to provide products or services to you or to retain records to manage any claims which you or we may have in respect of the products and services we provide to you), we will either delete or anonymise it or, if this is not possible (for example, because your personal data has been stored in backup archives), then we will securely store your personal data and isolate it from any further processing until deletion is possible.

What rights do you have in relation to your personal data?

You have the following rights in relation to the personal data that we hold about you:

- If you wish to **access, correct, update or request deletion** of your personal data, you can do so at any time.
- You can **object to processing** of your personal data, ask us to **restrict processing** of your personal data or **request portability** of your personal data.
- You have the right to **opt-out of marketing** communications we send you at any time. You can exercise this right by clicking on the “unsubscribe” or “opt-out” link in the marketing e-mails we send you. To opt-out of other forms of marketing (such as postal marketing or telemarketing), then please contact us.
- Similarly, if we have collected and processed your personal data with your consent, then you can **withdraw your consent** at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal data conducted in reliance on lawful processing grounds other than consent.

- You have the right to **complain to a data protection authority** about our collection and use of your personal data. For more information, please contact your local data protection authority. The Information Commissioner's Office is the data protection authority for the UK.

If you would like to exercise any of your above rights please contact us using the contact details provided at the bottom of this notice. We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws.

How do we treat personal data of children?

Our website is not intended to be used by children under 18 years of age. We only process information about children with the consent of their parents or legal guardians.

Changes to our Privacy Notice

We may update this Privacy Notice from time to time in response to changing legal, technical or business developments. When we update our Privacy Notice, we will take appropriate measures to inform you, consistent with the significance of the changes we make. We will obtain your consent to any material Privacy Notice changes if and where this is required by applicable data protection laws.

You can see when this Privacy Notice was last updated by checking the “last updated” date displayed at the top of this Privacy Notice.

How can you contact us?

If you have any questions about this Privacy Notice or wish to exercise any of your data protection rights, please contact us at:

Email: info@trentcruising.com

Post:

Trent River Cruises Ltd
Colwick Country Park,
River Road,
Colwick,
Nottingham,
NG4 2EW