

Privacy Notice Chasing Peaks Ltd

Version 2.0

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Who are we?

We are Chasing Peaks Ltd, a private limited company, registered in England and Wales (Registered Company No 11118975). We trade as Chasing Peaks Ltd and also use the trading name Chasing Maps. We are registered with the Information Commissioner's Office (ICO), registration number ZA342366.

Our registered offices are:

Chasing Peaks Ltd
Flat 3 Trematon
The Thicket
Southsea, PO5 2AA

Any email contact in relation to this policy should be addressed to hi@chasingpeaks.com
While our phone is not monitored permanently, you can also leave us a message at 077 8888 3440 and we will return your call at the earliest possibility.

What information do we collect?

We collect contact details from you when you register for an account, place an order, apply for a licence, make a booking or become a participant on one of our activities.

We may also collect demographic information (e.g. age, gender), relevant medical details and contact details of next of kin or guardians from our activity participants.

We also collect your responses if you voluntarily complete customer surveys, provide feedback and participate in competitions. We also collect website usage information using cookies including your time stamped IP address instead of a written signature on consent forms.

How do we use the information we collect?

We collect information about you to process your orders, bookings or licences. We also use the information to manage your account and invoices. Should you agree to us doing so, we will also use your information to contact you about courses, activities, offers, competitions and services we supply that may be of interest to you.

We will use your information to satisfy our duty of care to our participants and staff when related to outdoor activities and may share relevant information for this purpose with our instructors, who may be freelance staff, subcontractors or our own staff.

We may share your information with emergency services and our insurers in the case of an incident involving you or your group.

Where you are taking an assessment with us we may share your information with the relevant awarding body to administer the qualification, certificate or award.

We use your information collected from our websites (<https://chasingmaps.com> and <https://chasingpeaks.com>) to personalise your repeat visits to our websites.

We will share your information between these two sites for marketing purposes, though will only contact you for this purpose if you agree to us doing so. Both sites belong to the same Ltd company and share the same management systems and procedures regarding your data.

Chasing Peaks Ltd will not share your information for marketing purposes with any other companies unless you give us explicit permission to do so.

In processing your order, we may send your details to, and also use information from, credit reference agencies and fraud prevention agencies. We may pass your details to debt collection agencies and legal representatives should this be necessary to settle a balance you owe.

If you request services or products from us and do not provide us with relevant information we request, we may not be able to form a contract with you and fulfil your request.

If you don't provide us with details we collect to satisfy our duty of care, this may result in us or our instructors denying you access to an activity on the day. Refusal may also jeopardise any possible future legal challenge brought against us for negligence or misconduct.

What is the legal basis for collecting the information?

Information related to orders, bookings, assessments and licenses is required to administer the contract with you as a customer or participant. This also relates to the information we require from staff, freelancers and subcontractors in order to administer their working relationship with us.

“Special category” information we collect, including medical information, is collected for the defence of any legal claims made against us in relation to activities conducted.

We may keep a summary record of criminal record background checks for members of staff to satisfy our duty of care and safeguarding policies, though we will seek direct relevant consent for this.

When do we share information?

We will not share your information for marketing purposes with any other companies unless you give us specific permission to do so.

We will share your information, including medical details, with your assigned instructor for any given activity. This is to ensure the instructor is able to satisfy their duty of care towards you and the rest of the group. Our instructors may not be our own staff and instead may be freelance workers or subcontractors. In any case the information is shared directly with the individual responsible for your wellbeing during the activity via a password protected email attachment or via a secure portal on our website.

In the case of subcontractors, information may be shared with the organisation supplying the instructor, where adequate data protection policies are in place, for the purpose of their own legal defense when operating under their own insurance.

We will share your information with relevant awarding bodies for any assessments you take through us. Depending on the awarding body this information varies and some will ask you to sign up with them separately to avoid us having to cross-share.

Otherwise, we will not share your information with any other companies or individuals, except for:

- Debt collection agencies where we have been unsuccessful in obtaining payment
- Insurance companies in relation to notified incidents, regardless of a claim being made
- Legal representatives of ours for the purpose of pursuing or defending against legal action
- Credit referencing and fraud prevention agencies in relation to contracts or orders
- Emergency services for the purpose of resolving an immediate incident on the basis of protecting an individual's wellbeing and/or life
- Any agency, organisation, company or individual as determined by a relevant court order

How do we store, secure and share your data?

We store the data we hold about you in digital form on our servers and office computers, keep archive records in paper format and ask instructors to carry relevant printed copies on activities - to be destroyed after the activity.

Our web servers are located in the UK and Germany and appropriate safety mechanisms are in place to restrict and control access to our IT infrastructure, both physically and virtually. Our office computers store your information on encrypted hard drives.

All data transferred via browser between your computer and our websites is encrypted to a high standard and we are periodically ensuring this standard is maintained. While we use password protected email attachments to share information internally we cannot guarantee the security of information sent to us by customers via standard, unencrypted emails.

You are reminded that the security of your password and controlling access to your email account is your responsibility and we will not be held liable for data breaches where the breach has happened because of your negligence.

Where we share your details with our staff or workers working on our behalf we utilise password protected email attachments or a secure portal on our website to do so.

Paper records of your details are kept for archiving purposes only in relation to legal defense and license arrangements. In both cases the records are stored in a secure, locked location with adequate access controls in place.

How long do we keep your data?

Where data is collected for orders and bookings we keep the data in line with relevant tax regulations. This may be all data supplied at the time of the transaction or may be reduced if allowed by financial regulations.

Where data is collected to administer ongoing contracts or licences, we keep the data for as long as the contract or licence is valid and/or active. In most cases this will only include a name and contact email address for administrative purposes though may include more detail in order for us to police and enforce our licence conditions and limitations.

Data collected from participants on our activities is retained for a minimum of 3 years after the activity concludes, in line with legal guidelines on compensation and injury claims. For under 18s this timescale increases to 3 years past their 18th birthday. Where an incident has been notified to our insurers we will adjust the retention period as advised by them or a legal counsel.

We retain a record of all assessment decisions for a maximum of two years, in line with our Terms and Conditions.

How do we use your data for marketing?

We would like to send you information about products and services of ours that may be of interest to you. If you have consented to receive marketing materials you may opt out or amend your preferences at a later date.

You have the right to stop us from contacting you for marketing purposes at any time.

If you no longer wish to be contacted for marketing purposes or would like to amend your preferences please go to our “customer center” or inform us via email at hi@chasingpeaks.com

We limit the frequency of our marketing to an absolute maximum of two marketing, sales, advertisement or newsletter communications per month, relevant to each of our outlets, per outlet. Where individuals have signed up to course or activity follow up communications we will send this as appropriate, though will not normally exceed one communication per month for the year following the course or activity.

How can you access and correct your data?

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please email or write to us.

You can also see some of the information you have provided in our “customer center”, where you are also able to correct and amend some of the information you have provided to us.

You can also use this facility to exercise your “right to be forgotten”, though where we retain your details for potential legal defense this will not be possible. If you exercise this right and have entered into a contractual arrangement with us, the contract will be terminated with immediate effect as per our Terms and Conditions and we will remove your information once any outstanding debts have been settled.

Your right to complain

You can launch a complaint with the ICO or another supervisory authority if you believe we are in any way in breach of data protection legislation or unlawfully restricting your rights under such legislation.