



Privacy Policy Notice

The policy: This privacy policy notice is served by Loe Beach Watersports, Loe Beach, Feock, Truro, Cornwall, TR3 6SH under the website; www.loebeach.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, [Business name & other trading names].
- "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 users 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.

What type of information do we collect?

We receive, collect and store any information you enter on our website or provide us in any other way.

In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

How do you collect information?

When you sign up to our newsletter on our website, as part of the process, we collect personal information you give us such as your name and email address.



Your personal information will be used for the specific reasons stated above only.

Why do you we collect such personal information?

We collect such Non-personal and Personal Information for the following purposes:

- To provide and operate the Services;
- To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;
- To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we may use to provide and improve our respective services;
- To comply with any applicable laws and regulations.

How do we store, use, share and disclose your personal information?

The Loe Beach Watersports website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to showcase our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

How do we communicate with visitors to our site?

We may contact you to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email.

How do we use cookies and other tracking tools?

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to track how you use the website, to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to display relevant adverts or content, referred you to a third party website.

Some cookies are required to enjoy and use the full functionality of this website.



We use a cookie control system which allows you to accept the use of cookies, and control which cookies are saved to your device / computer. Some cookies will be saved for specific time periods, where others may last indefinitely. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

Types of cookies:

Session (transient) cookies: These cookies are erased when site visitors close their browsers and are not used to collect information from their computers. They typically store information in the form of a session identification that does not personally identify the user.

Persistent (permanent or stored) cookies: These cookies are stored on a site visitor's hard drive until they expire (at a set expiration date) or until they are deleted. These cookies are used to collect identifying information about the user, such as web surfing behaviour or user preferences for a specific site. Take a look at the table below to view which cookies Wix places on Wix sites:

Cookie name	Life span	Purpose
svSession	Persistent	Identifies unique visitors and tracks a visitor's sessions on a site
hs	Session	Security
XSRF-TOKEN	Session	Security
smSession	Persistent (Two weeks)	Identifies logged in site members
TSxxxxxxxx (where x is replaced with a random series of numbers and letters)	Session	Security



Cookie name	Life span	Purpose
TSxxxxxxxx_d (where x is replaced with a random series of numbers and letters)	Session	Security
RequestID	Session	Tracks visitor behaviour and measures site performance

Processing of your personal data

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases.

- We are exempt from registration in the ICO Data Protection Register because we only process personal data for the core business purpose.
- Lawful basis: Consent
 - **Where our purpose for processing is:** to keep you informed of our news.
 - **Which is necessary because:** we would like to keep you up to date.
 - **We process your information in the following ways:** we hold your email address on our secure database.
 - **Data retention period:** We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.
 - **Sharing your information:** We do not share your information with third parties. / We do share your personal information with third parties and they include;



If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

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 "Processing of your personal data" 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 [MailChimp](#) lists, by following this link.

How else can you withdraw your consent?

If you don't want us to process your data anymore, please contact us at sarah@loebeach.co.uk or send us mail via the post to: Loe Beach Watersports, Loe Beach, Feock, Cornwall, TR3 6SH.

Privacy policy updates

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we

OUR PRIVACY POLICY: Loe Beach Watersports

collect, how we use it, and under what circumstances, if any, we use and/or disclose it.



Questions and contact information

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at sarah@loebeach.co.uk or send us mail via the post to: Loe Beach Watersports, Loe Beach, Feock, Cornwall, TR3 6SH.