

OUR DATA PRIVACY POLICY – OVERVIEW

This privacy policy sets out how Breaking Strain Events (BSE) uses and protects any information that you submit when you use our services and or any other services linked to the company. We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy statement. We may change this policy from time to time by updating the policy on the website page. You should check the page from time to time to ensure that you are happy with any changes. This policy is effective from 25th May 2018. Please see below for full details and how your data is collected, stored and used.

WHO WE ARE & OUR COMPLIANCE

We are Breaking Strain Events, an event management company based in Scotland. Our team specialise in the delivery of bespoke activities for our intrepid community. Since our establishment back in 2008, we've worked with charities, corporates, private groups and individuals. While some of our activities facilitate mass-participation, others benefit from intimate wilderness settings. From the get go, we've been fully health and safety, first aid and risk management qualified.

BSE's Privacy Policy complies with the EU's General Data Protection Regulation (GDPR), the successor of the Data Protection Act 1998, which becomes enforceable across Europe, including the UK, on 25 May 2018. All personal data collected by BSE, whether it is in hard copy or digital format, will strictly align with the obligations set out by the GDPR. Any personal data will only be used for the necessary internal activities concerning the product or service that the client has registered for. Such data will then be securely discarded following the completion of the activity, unless a client opts in to receive future information from BSE with their full consent. Please see below for full details and how your data is collected, stored and used.

WHAT INFORMATION IS COLLECTED FROM YOU

We may collect the following personal information from you:

- Full name and date of birth
- Contact information including email address, phone number and postal address
- Demographic information such as, age, gender and postcode
- Other information relevant to the service you have purchased or are taking part in

WHY DO WE COLLECT THIS INFORMATION?

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping. To ensure a better level of service for the product or service that you have purchased or are taking part in.
- To fulfil mandatory legal requirement.
 - o For our Treks this includes, providing the airlines and hotels with the obligatory legal personal details required to confirm the bookings.
 - o For our Races, it includes providing the Chip-Timing Service Companies with your name, gender and date of birth to ensure you receive accurate timing information
- We may use the information to improve our products and services.
- We may periodically send promotional and marketing emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided and only when you have 'opted in' to receiving such emails.
- We may use the information to customise the website according to your interests.

HOW WE COLLECT INFORMATION FROM YOU

Your personal data as detailed above is collected in the following ways:

- When you sign –up or register to take part in on our events or services. This personal data is limited to data that is required for the purposes of the event or service that you are taking part either due to legal obligations or to ensure you receive the highest standard of event or service experience.

- When you 'opt in' to receiving emails and e-newsletters sent by us. Opting-in means that you have manually ticked the 'opt-in' box which states that you agree to receive such emails going forward from Breaking Strain Events.
 - o If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at events@breakingstrain.co.uk.
 - o We use a third party provider, Mailchimp to deliver our emails and e-newsletters. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please refer to Mailchimp's privacy notice.
- No personal data is collected via our website and we do not use cookies on our website.

WHO HAS ACCESS TO YOUR DATA

Any personal data collected as detailed above, is held on password protected files on our cloud service. Only core members of the Breaking Strain Events Team have access to this data. As at 25th May 2018 those with access are: Directors, Event Manager and Event Coordinator.

WHO WE MAY SHARE YOUR DATA WITH

We will not sell, distribute or lease your personal information to third parties unless we have your permission, it is integral to the event or service experience you have booked with us (see Race paragraph below), or where we are required by law to do so, such as in the case of airline and hotel bookings where specific personal data is required by law.

- Races: If you enter one of our chip-timed races then we will provide the chip-timing service provider with your name, gender and date of birth, as this is required to provide you with an accurate race time. If you do not wish for your data to be passed on for the purpose of race timing, please notify us at least 10 days in advance of the event by email to events@breakingstrain.co.uk. All third party suppliers we work with have GDPR compliant privacy policies. However, we cannot be responsible for the protection and privacy of any information held by these third party suppliers.

You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you please email events@breakingstrain.co.uk.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible at the above address. We will promptly correct any information found to be incorrect.

OUR WEBSITE

- When someone visits our web site [www.breakingstrain.co.uk] we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out information such as the number of visitors to the various parts of the site. This information is processed in a way that does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.
- We use a third party service, WordPress, for our website and to publish our blogs. We use a standard WordPress service to collect anonymous information about users' activity on the site, for example the number of users viewing pages on the site, or to monitor and report on the effectiveness of the site and help us improve it. WordPress requires visitors that want to post a comment to enter a name and email address which may be forwarded to us. For more information about how WordPress processes data, please refer specifically to their privacy notice.
- Our website contain links to other websites of interest, including our Event Partners. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

WHAT HAPPENS IF YOU CONTACT US

- People who contact us via social media or email:
We deal with all our email and social media interactions in-house. If you email us or send us a private or direct message via social media, the details in the message will be used to reply to you as appropriate and will then be deleted. It will not be shared with any other organisations.

FURTHER INFORMATION

If you would like more information about the information we hold about you, would like to amend that data or require us to delete that data please contact us by emailing us at the following address:
events@breakingstrain.co.uk.

Alternatively you can call us or write to us using the following contact information:

Breaking Strain Events Ltd,
55 Timber Bush,
Edinburgh,
EH6 6QH
United Kingdom