



Privacy Policy

Respecting your privacy and safeguarding your data

This policy was updated on 15th May 2018

We are committed to upholding your privacy and taking care with the personal information that you may volunteer as part of your e-newsletter sign up or when you book to participate in events with us.

The personal information we collect or use is treated securely and in accordance with our privacy policy (described below). Whenever you give us personal information, you are consenting to its collection and use in accordance with this policy.

What personal information we collect and use

You may be asked for personal information whenever you interact with us, for example when you:

- Book an up to an event online or over the phone
- Sign up to receive e-newsletter updates
- Post content to our social media sites (including Facebook)
- Contact us through the following channels: online, email, phone, SMS, social media or by post.

We will retain your name, full address, and contact details including email and telephone number, together with your contact preferences.

When you book with us

We will retain your name and contact details when you make a booking via our website or over the telephone. We do not keep a record of your bank or credit card details used to pay for your events.

Sensitive Information

Some of the information we collect from you (for example, your horse's details) may constitute sensitive personal data. We will only ever use this in accordance with this policy and shall maintain necessary measures to protect this information and its confidentiality.

What we use your information for

Depending on the preferences you have indicated, we will use the personal information you have provided to:

- Provide information to you.
- Send you communications by post, telephone or digital means in order to inform you of other services or events, which may include emails from us containing relevant news or competitions.
- Confirm your bookings with us.
- Ask you to participate in surveys we use for research, although you do not have to respond to them.
- Notify you of changes and improvements to services, website and this privacy policy.

Opting into and out of marketing communications

With your explicit consent we will contact you to let you know about upcoming events, offers and updates on our business. Occasionally we may include information about other businesses that we work with, including, but not exclusively, British Dressage.

We use a third party provider, MailChimp, to deliver our e-newsletters. We review statistics around email opening and clicks using industry standard technology to help us monitor and improve our e-newsletters. For more information, please see MailChimp's privacy notice.

You can opt out of any or all of the above communications at any time simply by selecting 'unsubscribe' at the bottom of any email communication or by contacting us at topthornarena@gmail.com

Who we share your personal information with

We share your personal data with two organisations who specifically:

- administer our booking system
- process your payments when booking online for event entries

We do not trade email lists with other organisations and businesses and will not share your information for promotional purposes.

How we keep your personal information safe

We place great importance on the security of your personal information and will always take appropriate precautions to protect it from unauthorized or unlawful processing and against its accidental loss. The personal details that you provide will be held securely and will not be used for any other purpose than as provided for in this policy.

Where you have chosen a password, which enables you to access certain parts of our site, you are responsible for keeping this password confidential.

How we keep your information up to date

We will endeavour to keep your personal information accurate and up to date. If you become aware of errors or inaccuracies, please email us at topthornarena@gmail.com. We would really appreciate it if you could let us know if your contact details change.

How you can access the information we hold about you

You have the right to know what personal information we hold about you and request to receive a copy of that information. Any access requests will be subject to a £10 fee to meet the costs in providing you with the details of the information we hold about you.

Links

Our website may occasionally contain links to other websites. We are not responsible for the privacy practices of these and you should read their own privacy policies.

Cookies

In order to make our website easier to use and improve our service, we use cookies. Cookies are files stored in your browser and are used by most websites to help personalise your web experience. Some features on our site will not function if you do not allow cookies.

Compliance Cookie – this allows us to know whether or not you have given consent to the use of cookies and therefore do not need to be presented with this consent request message again.

Analytics Cookie – this allow us to count page visits and traffic sources so we can measure and improve the performance of our site using a service provided by Google Analytics.

Changes to this policy

Our privacy policy may change at any time, so you may wish to check it each time you visit our website. Any changes will apply from the time they are posted to this page. If we make any significant changes in the way we treat your personal information we will make this clear on our website or by contacting you directly.

How long we keep your information for

We will hold your personal information for as long as is necessary for the relevant services, for example we will keep a record of any appointments you have made with us for at least five years. If you have not been a customer for more than five years your personal data will be erased from our records.

Your Rights

Under the General Data Protection Regulation, which becomes law in the UK in May 2018, you are also granted a number of additional rights. These include:

- The right to rectification
- The right to erasure
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

For more information on these rights please read the relevant guidance issued by the ICO at <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr>

If you have any questions at all about the ways in which we collect and use your personal information, please contact us at topthornarena@gmail.com at any time.

Inderwick Equestrian Activities Ltd.

Registered office: Seymours, Leeks Hill, Melton, Suffolk, United Kingdom IP12 1LW.
Company Reg No. 11103898