



Privacy Notice - General Data Protection Regulation (GDPR)

This Privacy Notice has been written to inform adults, parents and children who participate or allow other to participate in GoWild Outdoors Ltd activities, about what we do with your personal information. This Notice may be subject to change as the Data Protection Bill progresses.

Under the EU's General Data Protection Regulation (GDPR) personal data is defined as:

“any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person”.

This privacy notice tells you how we, GoWild Outdoors Ltd, will collect and use your personal data for:

The personal data we collect will be used for the following purposes:

- To book in and process bookings.
- To keep you informed of the booking status and updates.
- To provide reminder for upcoming events.
- To track and monitor use of our website.
- To personalise our website for you.
- To send marketing communications which you have consented to.
- We may also process your data for our legitimate business interests. This is where we may have a genuine business interest and processing the data will not harm your interests or rights, e.g. we may need to access your data in order to ensure our computer network and systems are secure.

Who are we?

GoWild Outdoors Ltd is a 'Data Controller' as defined by Article 4 (7) of GDPR. This means that we determine the purposes for which, and the manner in which, your personal data is processed. We have a responsibility to you and your personal data and will only collect and use this in ways which are compliant with data protection legislation.

GoWild Outdoors Ltd has appointed Chris Calveley to be its Data Protection Officer (DPO). The role of the DPO is to ensure that GoWild Outdoors Ltd is compliant with GDPR and to oversee data protection procedures.

What information do we collect?

The categories of information that we collect, hold and share include the following:

- Personal information of adults, parents and children e.g. name, DOB (where applicable) and address
- Educational activity progress
- Assessment activity information
- Behavioural information
- Safeguarding information

We will also process certain 'special category' data about our pupils including:

- Relevant medical information- please note that where the pupil has a severe allergy or is thought to be at risk of needing emergency care for a medical issue then this will be shared with all the staff. We may do this to ensure that all staff are aware of the issues should an emergency situation arise
- Special Educational Needs and Disabilities information
- Race, ethnicity and religion

Why do we collect your personal data?

GoWild Outdoors Ltd will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavor to keep your information accurate and up to date, and not keep it for longer than is necessary. GoWild Outdoors Ltd is required to retain information in accordance with the law, such as information needed for income tax and audit purposes. How long certain kinds of personal data should be kept may also be governed by specific business-sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

In order for us to provide you with our services we need to collect personal data to enable us to meet our contractual requirements to you and for our legitimate interests as a business. In any event, we are committed to ensuring that the information we collect and use is appropriate for this purpose, and does not constitute an invasion of your privacy.

In terms of being contacted for marketing purposes GoWild Outdoors Ltd would contact you for additional consent.

We use the information we collect:

- to support pupil activities
- to monitor and report on pupil activity progress
- to assess the quality of our services

Any personal data that we process about our adults, parents and children is done so in accordance with Article 6 and Article 9 of GDPR:

Our legal basis for processing your personal data, in line with Article 6(1)(c) include:

- Education Act 1944, 1996, 2002
- Education and Adoption Act 2016
- Education (Information About Individual Pupils)(England) Regulations 2013
- Education (Pupil Information) (England) Regulations 2005
- Education and Skills Act 2008
- Children Act 1989, 2004
- Children and Families Act 2014
- Equality Act 2010
- Education (Special Educational Needs) Regulations 2001

We also process information in accordance with Article 6(e) and Article 9(2)(g) as part of the official authority vested in us as Data Controller and for reasons of substantial public interest. Such processing, which is not mandatory but is considered to be in our children's interests, include:

- Extra curricular activities

Whilst the majority of information you provide to us is mandatory, some of it is provided to us on a voluntary basis. When we do process this additional information we will ensure that we ask for your consent to process this.

Who do we obtain your information from?

Much of the information we process will be obtained directly from you (parents and adults).

Who do we share your personal data with?

We may pass your personal data on to third-party service providers contracted to GoWild Outdoors Ltd in the course of dealing with you. Any third parties that we may share your data with are obliged to keep your details securely, and to use them only to enable the fulfilment of our contract to you (e.g. to provide archery or other additional activities) or for our legitimate business interests (e.g. IT Support services or Cyber Security). If we wish to pass your sensitive personal data onto a third party we will only do so once we have obtained your consent, unless we are legally required doing so otherwise.

Under what circumstances will we contact you?

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information you provide will be subject to rigorous measures and procedures to minimise the risk of unauthorised access or disclosure.

Can I find out the personal data that the organisation holds about me?

GoWild Outdoors Ltd at your request, can confirm what information we hold about you and how it is processed. If GoWild Outdoors Ltd does hold personal data about you, you can request the following information:

Identity and the contact details of the person or organisation that has determined how and why to process your data. In some cases, this will be a representative in the

- EU.Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of GoWild Outdoors Ltd interests.
- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- If we intend to transfer the personal data to a third country or international organisation, information about how we ensure this is done securely. The EU has approved sending personal data to some countries because they meet a minimum standard of data protection. In other cases, we will ensure there are specific measures in place to secure your information.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with the supervisory authority.
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.
- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.

How long do we keep your personal data for?

GoWild Outdoors Ltd will keep your data in line with our Information Policy. Most of the information we process about you will be retained as determined by statutory obligations. Any personal information which we are not required by law to retain will only be kept for as long as is necessary to fulfil our organisational needs.

What rights do you have over your data?

Under GDPR adults, parents and adults have the following rights in relation to the processing of their personal data:

- to be informed about how we process your personal data. This notice fulfils this obligation.
- to request access to your personal data that we hold, and be provided with a copy of it.
- to request that your personal data is amended if inaccurate or incomplete.
- to request that your personal data is erased where there is no compelling reason for its continued processing.
- to request that the processing of your personal data is restricted.
- to object to your personal data being processed.

If you have any concerns about the way we have handled your personal data or would like any further information, then please contact our DPO:

Complaints must be submitted in writing by e mail to Chris Calveley at info@gowildoutdoors.org.uk.

Contact details of the GDPR Owner Chris Calveley
 GDPR Owner contact details available on request.

If we cannot resolve your concerns you may also complain to the Information Commissioner's Office (the Data Protection Regulator) about the way in which the school has handled your personal data. You can do so by contacting:

First Contact Team
 Information Commissioner's Office
 Wycliffe House
 Water Lane
 Wilmslow Cheshire
 SK9 5AF
casework@ico.gsi.gov.uk // 03031 231113