



## Cardiff International White Water - Privacy Policy

This privacy policy will explain how Cardiff International White Water uses the personal data we collect from you when you use our website or service to participate in our activities.

Cardiff International White Water is part of Cardiff Council, who is the Data Controller for the purposes of the data collected. All personal data is processed in accordance with the GDPR and Data Protection Act 2018.

### What data do we collect?

Cardiff International White Water collects the following data:

- Identification information, including your name and date of birth
- Contact information, including your email address, phone number and home address
- The name and contact number of your nominated emergency contact
- Information about your health and medical history, which includes information you provide about existing medical conditions and allergies
- Any other information relevant to your participation in our activities

Your information is collected and processed for the purpose of facilitating the delivery of our activities which you have requested to take part in. Your data will also be processed to comply with health and safety regulations where relevant.

### How do we collect your data?

You directly provide Cardiff International White Water with all of the data we collect. We collect data and process data when you:

- Complete a form to partake in one of our activities.
- Book activities through our partners, including the **National Museum of Wales**
- Register online via our website

When you register through our website, we use a third-party company known as Eola to process registrations and activity bookings. Eola is a separate Data Controller to Cardiff Council. For further information on how Eola process personal data, please see their Privacy Policy here: <https://eola.co/privacy-policy>



## How will we use your data?

- Cardiff International White Water collects your data for the following purposes:
- to process bookings for Activities you have made with us
- to remind you about your booking with us
- to notify you of any changes to your booking, updates to our terms or other changes to our services that may affect you
- to contact you in relation to any enquiry you send to us
- to enable us to contact the parent/guardian in an emergency
- to ensure medical treatment or first aid you receive at our facilities is given in accordance with any medical information you give us
- to keep records of accidents or incidents that relate to Activities
- to facilitate product development, to operate, maintain and improve our services, Site and Activities
- to monitor how our website and social media is working and to enable us to improve its information and functionality
- to analyse data collected by cookies on our Site and social media, in an anonymised way, to check usage and trends, and to plan future marketing campaigns

## Who do we share your data with?

Your information may be shared with the following parties:

- we may disclose your information to service providers assisting with our business activities such as our telematics providers, payment services providers, telematics distribution providers, IT hosting providers, providers of IT support, providers of cloud-based software or services used by us, accounting, compliance and law firms
- we will disclose your data to law enforcement agencies if it is required by law, a court order or our regulators, or if necessary, to establish, exercise or defend our legal rights, including if we suspect fraud or attempted fraud



## **Keeping your information secure**

Cardiff International White Water uses technical and organisational physical, electronic and procedural safeguards in accordance with good industry practice to safeguard your information collected against unauthorised or unlawful processing and against accidental loss, damage, destruction, alteration or disclosure.

## **Retention of your personal data**

Your personal data will only be retained for as long as necessary to comply with regulatory and legislative requirements.

## **Marketing**

We will only contact you in relation to marketing where you have signed up to receive regular emails via our website [www.ciww.com](http://www.ciww.com). You can opt out from receiving marketing information by clicking the unsubscribe link at the bottom of the emails.

When you respond to one of our adverts or social media posts by clicking a link that takes you to our Site, we track that activity from a special cookie or tag that the social media platform uses and reports to our analytics tool.

The Site may contain links to the websites or apps of our partners or third parties. Please note that if you follow any of these links, the websites, apps and services provided through them will have their own privacy policies and terms of use. We do not accept any responsibility or liability for their respective privacy policies and terms of use, or the collection and use of any personal data collected through these websites, apps or services. You'll need to make sure that you review the relevant privacy policies and terms of use before providing any personal data or using these websites, apps and services.

## **What are your data protection rights?**

Cardiff International White Water would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

**The right to access** – You have the right to request Cardiff International White Water for copies of your personal data.

**The right to rectification** – You have the right to request that Cardiff International White Water correct any information you believe is inaccurate. You also have the right to request Cardiff International White Water to complete the information you believe is incomplete.

**The right to erasure** – You have the right to request that Cardiff International White Water erase your personal data, under certain conditions.

**The right to restrict processing** – You have the right to request that Cardiff International White Water restrict the processing of your personal data, under certain conditions.



**The right to object to processing** – You have the right to object to Cardiff International White Water’s processing of your personal data, under certain conditions.

**The right to data portability** – You have the right to request that Cardiff International White Water transfer the data that we have collected to another organization, or directly to you, under certain conditions.

### **Withdrawing your consent**

Where we rely on consent to process your data, you have the right to withdraw your consent at any time and can do so by contacting us at [info@ciww.com](mailto:info@ciww.com). If you have withdrawn your consent, this may mean we are unable to provide you with our services.

### **Our lawful basis for processing your information**

Our legal basis for our use of your personal data will generally be one or more of the following:

- Consent, which you have provided when i) you complete a booking form, phone or email us to give us information so that we can manage your booking of the Activities and ii) you give us information, including relating to your health, so that we can assess whether it is safe for you to undertake the Activities.
- Where it’s necessary for us to enter into a contract with you, including to provide you with quotes, provide our services, process your payment and to respond to enquiries made by you.
- For compliance with legal obligations to which we are subject, such as our Health and Safety legal obligation.
- Where it is necessary to protect your vital interests, such as in the event of a medical emergency.
- For the purpose of our legitimate interests, including in respect of improving our services

### **Privacy policies of other websites**

The Cardiff International White Water website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

### **Changes to our privacy policy**

Cardiff International White Water keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 08.02.2021



## How to contact us

If you have any questions about Cardiff International White Water's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us via email at [dataprotection@cardiff.gov.uk](mailto:dataprotection@cardiff.gov.uk) or by post:

### Data Protection Officer

Information Governance Team  
County Hall  
Atlantic Wharf  
Cardiff  
CF10 4UW

## How to contact the appropriate authority

Should you wish to report a complaint or if you feel that Cardiff International White Water has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office via their website <https://ico.org.uk/concerns/getting/> or by calling 0303 123 1113.