



Divers Eye Boat Trips
T/A Hebridean Diving Services
Shorepark, Lochbay, Waternish, Isle of Skye, IV55 8GD,
Phone: 01470 592219

PRIVACY POLICY Privacy Policy – GDPR

Divers Eye Boat Trips [DE] is committed to protecting and respecting your privacy. The policy below outlines how we collect and process personal data. Please read below to understand our views and practices regarding your personal data and how we will treat it. The rules on processing personal data are set out in the General Data Protection Regulation (GDPR)

Use of personal data

DE collects and uses your personal data in several ways which include

1. Subscribing to our newsletter.
2. As a customer of DE.
3. In connection with other DE activities and events.
4. We will only collect data when full permission is given.
5. Users may visit the website anonymously.

Data collection through research methods

Data may be collected through customer surveys where personal data may only be given voluntarily. Other data collected through research methods will be anonymous. DE currently uses Survey Monkey to collect research data, whose Privacy Policy can be seen [Here](#). Personal Data may only be given voluntarily.

The personal data that DE holds about you is for the following purpose

1. To distribute DE Newsletters with information for customers about our boat trips and other activities at sea, events that we offer, events in which we might participate and other news and information of interest to customers.
2. To communicate with DE customers and enquirers.
3. To offer news and information to DE subscribers.
4. To gather consumer research.
5. All emails include an 'unsubscribe' button at the foot of the email.

Non-personal identification information

We may collect non-personal identification information about users whenever they interact with our website. Non-personal identification information may include the browser name, the type of computer and technical information about users means of connection to our site, such as the operating system and the Internet service providers utilized and other similar information.

Data held

The personal data that DE holds about you may consist of the following:

Newsletter

If you have 'opted in' to receive the DE newsletter the following information may be held on *MailChimp;

Name | E mail address | Other information that you choose to provide freely

Customer or Enquirer

If you are a customer or enquirer of DE, we may hold the following information;

Name | Business/home address | Post code | Telephone number(s) | E mail address |

Other information that you choose to provide freely.

How is data stored?

DE data is stored by a third-party company *MailChimp. By 'opting in' to receive information from DE, your data will automatically be added to the MailChimp database for processing in accordance with their [Privacy Policy](#) and [Terms](#). You may withdraw your consent at any time by contacting DE at boatrips@divers-eye.co.uk, or you can withdraw at anytime by unsubscribing via *Mailchimp. DE ensures data is protected appropriately at all times.

Emails

You will be able to contact DE directly by email, or through a contact form on the website. If you provide us with your email address, we will reply to your email and give you the opportunity to 'opt-in' to receive information in the future.

How do we measure visits to our website?

We measure visits to the DE website through Google Analytics. This records what pages you view, how long you are on the site and what device you use to visit the site. It also records your location. All information is anonymous. You can learn more about [Google Analytics Opt Out here](#) if you want to. DE use Google Analytics to help improve the site.

How long will [DE] keep your data?

We will keep your data for no longer than reasonably necessary and we only retain your data for the following purposes and use the following criteria to determine how long to retain your personal data: While you remain a subscriber to our DE Newsletter, as a customer or enquirer to DE.

Consent

By giving DE your consent, you are giving us permission to hold and process your personal data for the purposes given above. Consent must be explicitly given, and DE will always tell you why your personal data will be retained and how it is used. You may withdraw your consent at any time by contacting DE on boatrips@divers-eye.co.uk. You can also withdraw your details at *MailChimp.

Disclosure

DE will not pass on, share or trade your personal data with any person or organisation without first receiving your consent. Under no circumstances will DE sell your information to third parties or advertisers. DE uses MailChimp to distribute newsletters. By consenting to DE using your data, you acknowledge that your name and e-mail address will be transferred to *MailChimp for processing in accordance with their [Privacy Policy](#) and [Terms](#).

What can you do?

You will at all times have legal control over your own data and at can ask for a copy of any information DE hold about you.

1. You may have any incorrect data corrected
2. You may ask to have any personal data erased at any time
3. You may ask that your data is not used for marketing

CONTACT

For more information about the DE Privacy Policy or your personal information held by DE, please contact us on boatrips@divers-eye.co.uk

Information about our use of cookies

We do not currently use cookies on our website.

Changes to this Privacy Policy

DE has the discretion to update this privacy policy at any time. When changes are made, we will notify users the date that changes were made at the bottom of this page.

Reviewed 1st October 2022