

# Privacy Policy

At Scotland's Canyons, we are committed to protecting your Personal Data and to providing clear and transparent disclosures about the types of information we collect and how we use it.

For your further visits to our website and your use of our services, we would like to inform you about data collection, processing and use when visiting and using our website and services. As well as objection, revocation, and other rights to which you are entitled as a person affected by data collection and use.

## General Information

### *a) What is Personal Data?*

Personal Data is any information relating to personal or material circumstances that relates to an identified or identifiable individual. This includes, for example, your name, date of birth, e-mail address, postal address, or telephone number as well as online identifiers such as your IP address. In contrast, information of a general nature that cannot be used to determine your identity is not Personal Data. This includes, for example, the number of users of a website.

### *b) What is processing?*

"Processing" means any operation or set of operations which is performed upon Personal Data, whether or not by automatic means. The term is broad and covers virtually any handling of data.

### *c) What law applies?*

In principle, we will only use your Personal Data in accordance with the applicable data protection laws, in particular the UK's Data Protection Act ("DPA") and the EU's General Data Protection Regulation ("GDPR"), and only as described in this Privacy Policy.

### *d) Responsible for data processing*

Responsible for data processing is Adventure Logic LTD of Hartridge, Innerleith, Cupar, Scotland, KY15 7UP, ("Scotland's Canyons", "we", "us", or "our"). We act as the data controller and ask you to direct all questions about your Personal Data directly to us. You can reach us per WhatsApp or Phone on 07868367180, through our Contact Form or per e-mail using [info@scotlandscanyons.com](mailto:info@scotlandscanyons.com).

### *e) Purpose and legal basis of processing*

In accordance with the DPA and GDPR we need to have both a purpose and a legal basis to process Personal Data. The purposes are:

- providing the website and shop and their functions and contents,
- responding to contact requests and communicating with our customers,
- providing our services, and
- security measures.

Of course, we can only do that if we have at least one of the following legal bases or in other words lawful reasons to do so. Unless specifically described below, we typically link the above purposes to one of the following:

- consent,
- to fulfil our services and carry out contractual obligations,
- to fulfil our legal obligations, and
- to protect our legitimate interests.

## General Principles

### *a) Security*

Our website uses SSL or TLS encryption to ensure the security of data processing and to protect the transmission of confidential content, such as orders, login data or contact requests that you send to us.

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You can recognise an encrypted connection if the address line of your browser contains a "https://" instead of a "http://" and also has a lock symbol. If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

We have also implemented numerous security measures ("technical and organisational measures") for example encryption or need to know access, to ensure the most complete protection of Personal Data processed through this website.

Nevertheless, internet-based data transmissions can always have security gaps, so that absolute protection cannot be guaranteed. And databases or data sets that include Personal Data may be breached inadvertently or through wrongful intrusion.

Upon becoming aware of a data breach, we will notify all affected individuals whose Personal Data may have been compromised as expeditiously as possible after which the breach was discovered.

### *b) Minors*

We will not knowingly collect, use or disclose personal information from minors without first obtaining consent from a legal guardian through direct contact.

### *c) Automated decision-making*

Automated decision-making is the process of making a decision by automated means without any human involvement. Automated decision-making including profiling does not take place.

### *d) Do Not Sell*

We do not sell your Personal Data.

### *e) Special Category Data*

Unless specifically required when using our services and consent is obtained for that particular service, we do not process special category data.

### *f) International Transfer*

We may transfer your Personal Data to other companies and/or business partners as necessary for the purposes described in this Privacy Policy. In doing so, your Personal Data may be transferred to so called third countries. In order to provide adequate protection for your Personal Data when it is transferred, we have contractual arrangements regarding such transfers. We take all reasonable technical and organisational measures to protect the Personal Data we transfer.

### *g) Storage and retention*

Your personal data will be stored by us only for as long as is necessary to achieve the purposes for which the data was collected or - if statutory retention periods exist that go beyond this point and for the duration of the legally prescribed retention period. We then delete your personal data. Only in a few exceptional cases is your data be stored beyond this period, e.g., if storage is necessary in connection with the enforcement of and defence against legal claims against us.

### *h) Sharing and Disclosure*

We will not disclose or otherwise distribute your Personal Data to third parties unless this is a) necessary for the performance of our services, b) you have consented to the disclosure, c) or if we are legally obliged to do so e.g., by court order or if this is necessary to support criminal or legal investigations or other legal investigations or other legal proceedings; as required by law or regulation; if Scotland's Canyons (or a part of Scotland's Canyons) is sold to or merged with another company; or proceedings at home or abroad or to fulfil our legitimate interests.

### **Data we collect automatically**

#### *a) Collection of access data and log files*

We also collect data on every access to our website. The access data includes the name of the website accessed, file, date and time of access, amount of data transferred, notification of successful access,

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browser type and version, the user's operating system, referrer URL (the previously visited page), IP address and the requesting provider.

Log file information is stored for security reasons (e.g., for the clarification of abuse or fraud) for a maximum of 7 days and then deleted. Data whose further storage is necessary for evidentiary purposes is exempt from deletion until the respective incident is finally clarified. The legal basis for the data processing is our legitimate interest in providing an appealing website.

## *b) Hosting*

To provide our website, we use the services of [Fastly](#) who process all data to be processed in connection with the operation of our website on our behalf. The legal basis for the data processing is our legitimate interest in providing our website.

## *c) Use of cookies*

We use so-called cookies on our web site. Cookies are small text files that are stored on your respective device (PC, smartphone, tablet, etc.) and saved by your browser. For further information please refer to our Cookie Policy. The legal basis for the use of cookies is your consent as well as our legitimate interest.

## **Data from third party sources**

We may obtain data about you from third-party sources, such as our marketing partners, social networks, and other third parties. We may use this data to better analyse your user behaviour to improve our ability to provide you with relevant marketing information and services, and to prevent and combat fraud.

## **Data we collect directly**

### *a) General*

We may ask you for Personal Data when you:

- use our website,
- request services, support, or information,
- participate online or otherwise in marketing activities,
- interact with us on third-party social networking sites (subject to the terms of use and privacy policies of said third parties), or
- contact us.

Categories of Personal Data we collect may include:

- contact data (e.g., names, e-mail, telephone numbers),
- content data (e.g., text entries, messages),
- Identity data (e.g., including name, date of birth, pictures, and videos), and
- contract data (e.g., booking information and details, payment confirmations),

### *b) Contacting us*

Personal Data is processed depending on the contact method. In addition to your name and e-mail address, IP address or telephone number, we usually collect the context of your message which may also include certain Personal Data. The Personal Data collected when contacting us is to handle your request and the legal basis is both your consent and Contract.

We also offer to contact us via the messaging services of Messenger by [Facebook](#) and [WhatsApp](#). If you contact us via WhatsApp we store and use the mobile phone number, you use and - if provided - your first and last name in accordance with the provision of a contractual or pre-contractual measure to process and respond to your request.

We are present on social media (currently, [TikTok](#), [YouTube](#), [Facebook](#) and [Instagram](#)) on the basis of our legitimate interest. If you contact or connect with us via social media platforms, we and the relevant social media platform are jointly responsible for the processing of your data and enter into a

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so-called joint controller agreement. The legal basis is our legitimate interest, your consent or, in some cases, the initiation of a contractual service, if any.

### *c) When using our services*

We process your data in order to be able to provide our contractual services as well as to ensure the security of our services and to be able to develop it further. This includes in particular our support, correspondence with you, invoicing, fulfilment of our accounting and tax obligations. Accordingly, the legal basis for the data processing is the fulfilment of our contractual obligations and, in individual cases, the fulfilment of our legal obligations as well as your consent.

We ensure that access by our employees to your data is only available on a need-to-know basis, restricted to specific individuals, and is logged and audited. We communicate our privacy and security guidelines to our employees and enforce privacy and protection safeguards strictly.

### *d) Ordering an Adventure Pass or a Gift Certificate*

If you order an Adventure Pass or a Gift Certificate, [FareHarbor B.V.](#) on our behalf processes your data (if provided: Name, contact details (email address and telephone number), address, and all information required in the context of the performance of the services including payment data, exclusively for the purpose of processing and handling the order. Accordingly, the data is processed on the basis of fulfilling our contractual obligations as well as to fulfil our legal obligations.

### *e) Administration, financial accounting, office organisation, contact management*

We process data in the context of administrative tasks as well as organisation of our operations, financial accounting and compliance with legal obligations, such as archiving. In this regard, we process the same data that we process in the course of providing our contractual services. The purpose and our interest in the processing lies in the administration, financial accounting, office organisation, archiving of data, i.e., tasks that serve the maintenance of our business activities, performance of our tasks and provision of our services.

### *f) Marketing*

Insofar as you have also given us your consent to process your Personal Data for marketing and advertising purposes, we are entitled to contact you for these purposes via the communication channels you have given your consent to.

You may give us your consent in a number of ways including by selecting a box on a form where we seek your permission, or sometimes your consent is implied from your interactions or contractual relationship. Where your consent is implied, it is on the basis that you would have a reasonable expectation of receiving marketing communication based on your interactions or contractual relationship with us.

Our Marketing generally takes the form of e-mail but may also include other less traditional or emerging channels. These forms of contact will be managed by us, or by our contracted service providers. Every directly addressed marketing sent by us or on our behalf will include a means by which you may unsubscribe or opt out.

### *g) When you watch our videos*

On our website, we implement videos of the video portal "YouTube" of the company [Google LLC](#). Doing so, we use the "extended data protection mode" option provided by Google. When you call up a page that has an embedded video, a connection is established to Google's servers and in the process the content is displayed on the website by notifying your browser. According to Google's information, in "extended data protection mode" your data - in particular which of our Internet pages you have visited as well as device-specific information including the IP address - is only transmitted to the YouTube server in the USA when you watch the video. By clicking on the video, you consent to this transmission.

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If you are logged in to Google at the same time, this information will be assigned to your YouTube member account. You can prevent this by logging out of your YouTube account before visiting our website.

### *h) Service Reviews*

We use the rating functions of [Tripadvisor LLC](#), [Google LLC](#) and [Facebook](#) to constantly improve our service, we offer our customers the opportunity to rate us via independent portals, without us being able to influence this in any way. For this purpose, some data is transmitted to Tripadvisor, Google or Facebook. The integration is based on our legitimate interest, and we have no influence or control over the data collected and processed by Tripadvisor, Google or Facebook, as applicable.

### **Third-party services and content**

We use content or service offers of third-party providers on the basis of our legitimate interests in order to integrate their content and services ("content").

This always requires that the third-party providers of this content are aware of the IP address of the user, as without the IP address they would not be able to send the content to their browser. The IP address is therefore necessary for the display of this content.

The following provides an overview of third-party providers and their content, together with links to their privacy policies, which contain further information on the processing of data and so-called opt-out measures, if any:

- Analytics and Tracking: Google Analytics by [Google LLC](#) and [Elfsight, LLC](#)
- Maps: Google Maps by [Google LLC](#)
- Tag Management: Google Tag Manager and Google Site Tag by [Google LLC](#),
- Fonts: Google Font API by [Google LLC](#) and Font Awesome by [Fonticons Inc](#),
- Remarketing: Facebook Remarketing by [Meta Platforms Inc](#)

If you do not wish to participate in our advertising personalization or retargeting/tracking you can object to behavioral advertising at the following websites: [Your Online Choices](#), [Digital Advertising Alliance of Canada](#), [Network Advertising Initiative](#) or [AdChoices](#).

### **Your Rights and Privileges**

#### *a) Privacy rights*

Under the DPA and the GDPR, you can exercise the following rights:

- *Right to information*
  - You have the right to request information and/or copies of the personal information stored about you.
- *Right to rectification*
  - You have the right to request that personal information relating to you be corrected and/or completed without delay.
- *Right to object to processing*
  - You have the right to request the restriction of the processing of your personal information, insofar as the accuracy of the data is disputed by you, the processing is unlawful, but you object to its erasure and we no longer require the data, but you need it for the assertion, exercise or defense of legal claims or you have lodged an objection to the processing.
- *Right to deletion*
  - You have the right to request the erasure of your personal information stored by us, unless the exercise of the right to freedom of expression and information, the processing is necessary for compliance with a legal obligation, for reasons of public interest or for the assertion, exercise, or defense of legal claims.

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- *Right to information*
  - Where you have exercised the right to rectification, erasure, or restriction of processing, we will notify all recipients to whom personal information relating to you has been disclosed of such rectification or erasure or restriction of processing, unless this proves impossible or involves a disproportionate effort.
- *Right to data portability*
  - You have the right to have personal information that you have provided to us handed over to you or to a third party in a structured, common, and machine-readable format. If you request the direct transfer of the data to another responsible party, this will only be done insofar as it is technically feasible.
- *Right of objection*

Insofar as your personal information are processed on the basis of our legitimate interests, you have the right to object to the processing at any time. If we process your data for the purpose of direct marketing, you have the right to object at any time to the processing of personal information concerning you for the purpose of such marketing; this also applies to profiling insofar as it is related to such direct marketing.
- *Right to withdraw consent*

You have the right to cancel your consent to the collection of data at any time with effect for the future. The data collected until the cancellation becomes legally effective will remain unaffected. Please understand that the implementation of your cancellation may take a little time for technical reasons and that you may still receive messages from us in the meantime.

If you have any questions, please contact us.

*b) Updating your information*

If you believe that the information, we hold about you is inaccurate or request its rectification, deletion, or object to its processing, please do so by contacting us.

*c) Withdrawing your consent*

You can withdraw consents you have given at any time by contacting us.

*d) Access Request*

In the event you want to make a Data Subject Access Request, please contact us. We will respond to requests regarding access and correction as soon as reasonably possible. Should we not be able to respond to your request within thirty (30) days, we will tell you why and when we will be able to respond to your request. If we are unable to provide you with any Personal Data or to make a correction requested by you, we will tell you why.

*e) Complaint to a supervisory authority*

You have the right to complain about our processing of Personal Data to a supervisory authority responsible for data protection. The supervisory authority is: The Information Commissioner's Office – Scotland, Queen Elizabeth House, Sibbald Walk, Edinburgh, EH8 8FT, Telephone: 0303 123 1115 [www.ico.org.uk](http://www.ico.org.uk)

## **Validity and questions**

This Privacy Policy was last updated on Wednesday, 17th of January 2024, and is the current and valid version. However, we want to point out that from time to time due to actual or legal changes a revision to this policy may be necessary. If you have any data protection questions, please feel free to contact us.

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