



Updated – 25<sup>th</sup> April 2018 | V.1.02

## **Categories of Personal Data Processed by Guided Motorbike Tours Ltd (GMT Ltd)**

### ***Personal data that is processed when you create an account or make a booking:***

When you create a GMT Ltd account, we ask you to provide your email address and name. You can choose to provide only your first name or a nickname instead of your full name if you wish.

### **PURPOSES AND LEGAL GROUNDS:**

(a) GMT Ltd processes your email address because you use your email address and your password to sign in to your account. The legal ground for processing your email address for this purpose is based on GMT Ltd's legitimate interest in protecting the security of your account.

(b) GMT Ltd also processes your email address for the purpose of sending you important information about your GMT Ltd products, services or tour information, such as important information about your tour itinerary, routes and hotels, or information or material changes to this Privacy Policy. The name you provide is associated with your account profile, and may be displayed when you submit comments or other material on a GMT Ltd website or app.

(c) If you provide your opt-in consent to receiving marketing information from GMT Ltd, GMT Ltd will also process your email address for the purpose of sending you marketing information about GMT Ltd services. The legal ground for processing your email address for this purpose is your consent. You may withdraw your consent at any time by changing your preferences in your GMT Ltd account or by responding with "unsubscribe" in a reply email. The marketing emails you receive from GMT Ltd are based on the preferences you provide in your GMT Ltd account, the locale indicated by your Internet Protocol (IP) address, the types of GMT Ltd services you have paid for via your GMT Ltd account, and any subscriptions included in your GMT Ltd account. The legal ground for processing this data for this purpose is GMT Ltd's legitimate interest in reducing the number of marketing emails sent to each particular customer by selecting which customers receive a particular marketing email rather than sending every marketing email to every customer who has consented to receiving marketing emails.

(d) GMT Ltd also processes your email address to associate it with your GMT Ltd account when you interact with our customer support. The legal ground for this processing is our legitimate interest in providing quality customer support.

### ***Personal data that is processed when you sign in to your GMT Ltd account with Social Media Credentials if you choose:***

You may choose to sign in to your GMT Ltd account using your social media sign in credentials (e.g., your Facebook sign in credentials). If you choose to do this, the first time you do so you will be asked whether you agree that the social media provider may provide certain information to GMT Ltd, such as your name, email address, profile photo, posts, comments and other information associated with your social media account.

All of this information is made available to GMT Ltd by the social media provider due to the way the social sign-on configuration works. However, the only information GMT Ltd retains and processes is your email address. If you do not want your information to be shared with GMT Ltd by the social media provider, then you can simply sign in to your GMT Ltd account using your GMT Ltd account credentials instead of your social media account credentials.

**PURPOSE AND LEGAL GROUND:**

GMT Ltd associates the email address provided by the social media provider with your GMT Ltd account so that you can use your email address to sign in to your GMT Ltd account in the future if you no longer wish to sign in using your social media account credentials. The legal ground for processing this information for this purpose is GMT Ltd's legitimate interest in providing you an alternative sign in method and in securing your account.

***Personal data that is processed when you communicate with GMT Ltd:***

When you interact with our customer support representatives via email, telephone, online or in person, we collect personal data, such as your name, mailing address, phone number, email address and contact preferences; and information about the GMT Ltd services you have purchased. To improve customer service, subject to applicable laws, we may also record and review conversations with customer support representatives, and analyze any feedback provided to us through voluntary customer surveys. With your consent, our customer support representatives may sign in to your GMT Ltd account, if appropriate, to help troubleshoot and resolve your issue.

**PURPOSE AND LEGAL GROUND:**

We use this information to provide you with customer and product support and to monitor the quality and types of customer and product support we provide to our customers. The legal ground for processing this information for these purposes is GMT Ltd's legitimate interests in providing quality product support. The legal ground for signing in to your GMT Ltd account, if appropriate, to help troubleshoot and resolve your issue is consent, which you may withdraw.

***Personal data that is processed when you book a tour on the GMT Ltd website:***

If you purchase a motorcycle tour on the GMT Ltd website, then GMT Ltd will collect your name, mailing address and telephone number, along with other information we may need to enable your involvement on the tour, such as your; date of birth, next of kin name, next of kin telephone number, your vehicle details, your passport details and any medical conditions you may have that we need to know in order to provide support and assistance to you. We do not view or store your payment card information. A third party, Stripe, processes customer payment card information when GMT Ltd customers use a payment card to make a purchase on a GMT Ltd website. We recommend you carefully review [Stripes](#) policies.

**PURPOSE AND LEGAL GROUND:**

We collect your name, mailing address and telephone number, along with other information we may need to enable your involvement on the tour, such as your; date of birth, next of kin name, next of kin telephone number, your vehicle details, your passport details and any medical conditions you may have that we need to know of, in order to provide support and assistance to you so we can process your order and fulfil your purchase. The legal ground for processing this information for these purposes is performance of a contract. We also process your personal data as part of our fraud detection processes. The legal ground for processing your personal data for that purpose is our

legitimate interest in protecting GMT Ltd and our customers from attempts to engage in fraudulent transactions.

### **Categories of Recipients of Personal Data**

#### ***Other service providers:***

GMT Ltd uses cloud services from third parties such as Dropbox and Fasthosts to assist in sending emails. Those services track the activities associated with these emails, such as whether they were opened. GMT Ltd uses this data to communicate with customers.

#### ***Other disclosures:***

We may disclose personal data about you to others: (a) if we have your valid consent to do so; (b) to comply with a valid subpoena, legal order, court order, legal process, or other legal obligation; (c) to enforce any of our terms and conditions or policies; or (d) as necessary to pursue available legal remedies or defend legal claims. We may also transfer your personal data to an affiliate, a subsidiary or a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of GMT Ltd's business, assets or stock, including, without limitation, in connection with any bankruptcy or similar proceeding, provided that any such entity that we transfer personal data to will not be permitted to process your personal data other than as described in this Privacy Policy without providing you notice and, if required by applicable laws, obtaining your consent.

All GMT Ltd contractual staff, tour guides and employed staff are required to follow the privacy practices set forth in this Privacy Statement.

### **Cookies and Similar Technologies**

#### ***Websites:***

To help analyze how you and other visitors navigate the GMT Ltd website, and compile aggregate statistics about site usage and response rates, we, with assistance from third-party analytics service providers, collect certain information when you visit our site. This information includes IP address, geographic location of the device, browser type, browser language, date and time of your request, time(s) of your visit(s), page views and page elements (e.g., links) that you click. We may use cookies, pixel tags, web beacons, clear GIFs or other similar tools on our site or in our email messages to assist us in collecting and analyzing such information. We use this information to provide better, more relevant content on our site, to measure the effectiveness of advertisements, to identify and fix problems, and to improve your overall experience on our site. We may also engage one or more third-party service providers to provide online advertisements on our behalf. They may use a pixel tag or other similar technology to collect information about your visits to sites, and they may use that information to send you targeted advertisements. For more information regarding this practice and to opt-out of such collection and use of this information by our third-party service providers.

If you do not want information collected through the use of these technologies, there is a simple procedure in most browsers that allows you to automatically decline many of these technologies, or to be given the choice of declining or accepting them.

If you reside in the European Union or other jurisdiction that requires us to obtain your consent to use cookies on our sites, then you will have an opportunity to manage your cookie preferences on the sites; except that certain cookies are required to enable core site functionality, and you cannot choose to disable those cookies.

Here are examples of third-party providers of analytics and similar services we currently use:

#### **ANALYTICS SERVICES:**

- **Google:** Google Analytics is used to track site statistics and user demographics, interests and behavior on websites. We also use Google Search Console to help understand how our website visitors find our website and to improve our search engine optimization. [Find out more information](#) about how this analytics information may be used, how to control the use of your information, and how to opt-out of having your data used by Google Analytics.
- **Wordpress:** Wordpress will provide us with basic statistics, such as, name of who has commented along with time and date

browser and operating system information).

#### ***Social Networks:***

Third-party social networks that provide interactive plug-ins or social networking features (e.g., to allow you to connect to Facebook or Google to find friends to add as connections or to "Like" a page) on GMT Ltd websites or mobile apps, may use cookies or other methods (e.g., web beacons) to gather information regarding your use of our websites and apps. The use of such information by a third party depends on the privacy policy available on that social network's website, which we encourage you to carefully review. Such third parties may use these cookies or other tracking methods for their own purposes by relating information about your use of our site with any of your Personal Information that they may have. We may also obtain analytics information from social networks that help us measure the effectiveness of our content and advertisements on social networks (e.g., impressions and clicks).

#### **Children**

We request individuals under 16 not provide personal data to GMT Ltd. If we learn that we have collected the personal data from a child under 16, we will take steps to delete the information as soon as possible.

#### **Privacy Policy Updates**

We may update this Privacy Policy from time to time as we add new products and apps, as we improve our current offerings and as technologies and laws change. You can determine when this Privacy Policy was last revised by referring to the "Last updated" legend at the top of this page. Any changes will become effective upon our posting of the revised Privacy Policy.

We will provide notice to you if these changes are material and, where required by applicable law, we will obtain your consent. This notice will be provided by email or by posting notice of the changes on the GMT Ltd websites and apps that link to this Privacy Policy.

#### **Retention of Personal Data**

We will retain your personal data as long as your GMT Ltd account is considered to be active. In addition, see below under "Your Rights" for a description of your right of erasure.

### **Data Controller and Data Protection Officer**

Personal data is collected and managed by Guided Motorbike Tours Ltd, 31 Aston Mead, Christchurch Dorset BH23 2SP, 0330 111 0112 and can be contacted using the email [hello@guidedmotorbiketours.co.uk](mailto:hello@guidedmotorbiketours.co.uk) with the subject "Data Controller"

### **Your Rights**

If you reside in the European Union, you have the right under the General Data Protection Regulation to request from GMT Ltd access to and rectification or erasure of your personal data, data portability, restriction of processing of your personal data, the right to object to processing of your personal data, and the right to lodge a complaint with a supervisory authority. If you reside outside of the European Union, you may have similar rights under your local laws.

To request access to the information GMT Ltd hold on files on you personally, visit <https://ico.org.uk/for-the-public/personal-information>

To delete your information or your account in its entirety please email [hello@guidedmotorbiketours.co.uk](mailto:hello@guidedmotorbiketours.co.uk)