



PRIVACY STATEMENT

Owner: Mary Reynolds. **Date of Review:** Feb 2025

File Path: [https://mountcookactivity.sharepoint.com/sites/Management/Documents/Mount Cook Policies/2024/Reviewed - ready for sign off/Approved CEO/MC - Privacy Statement - Feb 24.docx](https://mountcookactivity.sharepoint.com/sites/Management/Documents/Mount%20Cook%20Policies/2024/Reviewed%20-%20ready%20for%20sign%20off/Approved%20CEO/MC%20-%20Privacy%20Statement%20-%20Feb%2024.docx)

OUR PRIVACY STATEMENT

Mount Cook Adventure Centre is committed to protecting the privacy of our website visitors and guests. Our privacy statement explains how Mount Cook Adventure Centre collects, uses, and holds information we receive from individuals and groups.

OUR DETAILS

VAT Registration Number: 241 6281 25

Mount Cook Activity Limited registered in England and Wales Reg No: 08906431

Registered Address: Oakhurst House, 57 Ashbourne Road, Derby, DE22 3FS

Centre Address: Porter Lane, Middleton-By-Wirksworth, Matlock, Derbyshire, DE4 4LS

HOW AND WHAT WE COLLECT

Website

You may visit our website without giving any personal information, however if you enquire through the website we will ask for your name, email address and phone number so we can contact you. We display links to other websites of interest; the individual should be aware that at the point of leaving our site we do not have control over this.

We may collect the following anonymous information about your visit:

- The server name and IP address through which you access the internet
- The type of browser you use (Firefox, Internet Explorer)
- The date and time you access the site
- The pages you access while browsing at the website
- The internet address of the website, if any, from which you linked directly to this website.

Personal information may be collected if you choose to communicate with Mount Cook Adventure Centre directly; this can be done via our website, email, social media, or telephone.

Online Bookings

Our public events are bookable online, the booking form requires the following information: name, billing address, date of birth, medical and dietary details, and emergency contact information. This information is taken by Cinolla, our online booking system.

Enquiries

We will collect certain information from you which allows us to contact you to discuss requirements and provide quotes, this may include name, email address, phone number, company name and address.

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Confirmed Bookings

Further to what was collected at the point of enquiry, we may require consent to participate; this will only be required of groups participating in our activities. If you have booked catering with us, you will be required to provide dietary details. The reason for this is to ensure we can deliver and cater for all participants. Following this, for residential groups, we require room allocation forms to be completed to ensure we are in line with fire safety regulations. We require all of the above information in order to plan effectively for your stay and ensure your safety throughout.

We may ask customers for photo consent so that we can photograph or video parts of their stay. There is no obligation to consent to this. A form will need to be completed by the individual or group leader; date(s) of visit and names are required for the form.

Payments

Our preferred method of payment is BACS transfer but if you wish to settle an invoice over the phone, we will ask you for your card details, address, and phone number. The transaction will be done directly through WorldPay (this will change to Monek from April 2024).

After Departure

We may contact you after departure to ask for feedback, the survey is hosted by Google Forms and responses can be anonymous if you prefer. Your feedback and suggestions are really important to the continual improvement of our services.

Occasionally Mount Cook employs external organisations to undertake marketing campaigns on our behalf. The campaign could be via mail, email, or other methods of contact. In these cases, Mount Cook ensures all data held and used by the external organisations is fully GDPR compliant. For instance, all may be within the public domain and therefore acceptable to use.

WHAT WE DO WITH YOUR INFORMATION

Website

We may obtain anonymous information by storing a cookie on your computer. With all Internet Browsers, you can delete this information from your computer, block all cookies and receive a warning before a cookie is placed on your system. Mount Cook uses this information to help improve our website and better understand what's useful to our visitors. We cannot access any personal information about you from a cookie.

Mount Cook may use personally identifiable information collected through our website for the following reasons:

- Responding to any enquiries or comments
- Providing services and support to visitors
- Improving our website and tailoring it to our visitors
- Understanding your interests

We will not provide personal information to any third parties for marketing purposes.

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Personal Contact Information

Names, email addresses and phone numbers will be held on our emails and secure booking system to ensure we can communicate with you effectively.

Dietary Information

This information is held on our secure SharePoint folder and in some cases our secure booking system. We use this information to prepare for your stay and ensure we cater for everyone's needs. We do not require individual names on dietary forms.

Medical Information (Consent)

This information is collected via a secure link through our website. The information is then transferred onto our secured SharePoint (once this is done it is deleted from the website) we also include this information on activity group allocations which are attached to your booking on our secure booking system. The information is accessible by the coordinator handling your booking and the operations team. We use this information to ensure sessions are inclusive and tailored where necessary. If you are taking part in offsite activities, we will share your medical details via secured email with Acclimatize, our partner company.

Photo Consent

This information is held on our secured SharePoint and is accessible by the Mount Cook team.

Room Allocations

These will be emailed to the group leader and can be returned beforehand or brought along with you on the day. We ask that full names are not used when completing this. The forms are stored in our fire box over night to ensure they are accessible by the fire rescue service if required.

HOW WE STORE YOUR DATA & HOW LONG WE HOLD IT FOR

Mount Cook is committed to keeping your personal data safe and secure. Our security measures include encryption of data, testing of systems, internal policies setting out our data security approach and training for employees. Data is held on our secure online booking system, encrypted server, secured SharePoint, accounting software, or securely locked away.

Medical consent forms are held on SharePoint in a restricted folder. After departure forms will be kept for 6 months unless an incident has been recorded, in which case the form relating to that group/individual will be kept on file (for up to 6 years for adults or until the child turns 21).

Photo consent collected between April 2019- April 2022 will be held for 2 years, at this point we will either discontinue use of the photos/videos or re-contact you to re-new consent.

Photo consent collected from May 2022 onwards will be stored and used indefinitely unless consent is withdrawn, to withdraw consent please email explore@moutncook.uk.

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Financial data will be stored on our secure accounting software and booking system for up to 6 years.

SECURITY OF AND ACCESS TO YOUR PERSONAL DATA

We take the security of your personal information extremely seriously. We've implemented appropriate physical, technical and organisational measures to protect the personal information we have under our control, both on and offline, from improper access, use, alteration, destruction, and loss. Your information is only accessible by appropriately trained staff and volunteers. Otherwise, as set out in this Privacy Policy, we will only ever share your data with your informed consent.

YOUR RIGHTS

As an individual you have a right to:

- Be informed on what data we collect, process, and hold specific to you
- Request access to a copy of the records Mount Cook hold on you
- Object to processing that is likely to cause or is causing distress
- Prevent direct marketing
- Object to decisions being taken by automated means
- Have inaccurate personal data rectified, blocked, erased, or destroyed
- Claim compensation for damages caused by a breach of the Act

You have the right to request the following information:

- Whether any of your personal data is being processed
- A description of the personal data, the reasons it is being processed, and whether it will be given to any other organisations or people

You also have the following rights:

- **Right to be informed**
 - You have the right to be told how your personal information will be used. This Policy is intended to provide you with a clear and transparent description of how your personal information may be used.
- **Right of access**
 - You can write to us to ask for confirmation of what information we hold on you and to request a copy of that information. Provided we are satisfied that you are entitled to see the information requested and we have successfully confirmed your identity, we have 30 days to comply.

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- **Right of erasure**
 - You can ask us for your personal information to be deleted from our records. In many cases we would propose to suppress further communications with you, rather than delete it so that we have evidence of your request for audit purposes.
- **Right of rectification**
 - If you believe our records of your personal information are inaccurate, you have the right to ask for those records to be updated.
- **Right to restrict processing**
 - You have the right to ask for processing of your personal data to be restricted if there is disagreement about its accuracy or legitimate usage.
- **Right to data portability**
 - to the extent required by the General Data Protection Regulations GDPR where we are processing your personal information under your consent, because such processing is necessary for the performance of a contract to which you are party, to take steps at your request prior to entering into a contact or by automated means, you may ask us to provide this information to you – or another service provider – in a machine-readable format.

To exercise these rights, all requests must be made by emailing explore@mountcook.uk or posting a letter to Mount Cook Adventure Centre, Porter Lane, Middleton-by-Wirksworth, Matlock, Derbyshire, DE4 4LS. Mount Cook will endeavour to get all information to you within 1 month. If the request is manifestly unfounded or excessive Mount Cook has the right to refuse; in this case the individual has the right to complain to a supervisory authority or judicial remedy.

Thank you for taking the time to read our Privacy Statement, at Mount Cook we care about the individual and are dedicated to protecting the privacy of our customers.



Steve Turner
Chief Executive Officer
Mount Cook Adventure Centre

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