

PRIVACY POLICY

Guide Flyfishing Privacy Policy

This Privacy Policy sets out how we, Guide Flyfishing, obtain, and use your personal information. Guide Flyfishing may review and amend its privacy policy from time to time to ensure we are compliant with current regulation. We recommend that you check for updates periodically and save a copy of this privacy policy and any future versions for your records.

Personal Information that Guide Flyfishing may collect about you:

Guide Flyfishing may collect personal information which we receive when;

- you use our services
- you contact us
- you are a recipient of our services

This may include information which you provide where you;

- complete one of our forms
- contact Guide Flyfishing directly in writing or by phone

We may collect the following types of information;

- your name, address, email address, telephone number(s) and other contact details
- information required to provide you with a service, and details of our services that you have used
- your company's name, your position in the company; the company's address, company's email address and telephone number
- details of any enquiry or complaint you make to Guide Flyfishing

Why Guide Flyfishing collects personal information

Guide Flyfishing collects your personal information to;

- provide you with services
- enhance or improve customers' experience of our services
- improve and develop our services
- protect security e.g. to check your identity when you use our services
- meet its legal and regulatory obligations.

How Guide Flyfishing collect personal information

Guide Flyfishing collects personal information:

- directly from customers: e.g. when a customer contacts us or is a recipient of our services
- when services are provided.

Who sees the personal information that Guide Flyfishing holds

Customers' personal information may be provided to:

Guide Flyfishing employees and associates

- where it is necessary to disclose the information to them to provide the services required.

Selected third parties

- where services are provided, and it is necessary to disclose the information to them to provide the services for the purposes of identity verification

Other third parties (including the police, law enforcement agencies, credit reference and fraud prevention agencies and other bodies) to protect our or another person's rights, property, or safety for example;

- to exchange information to protect against fraud and to reduce payment risks
- in connection with the prevention and detection of crime.

Disclosure of personal information required by law

Guide Flyfishing may be required to disclose certain personal information because it is required by law, or for the purposes of legal proceedings.

Fraud Prevention

If false or inaccurate information is provided and fraud is identified, details will be passed to fraud prevention agencies.

- Law enforcement agencies may access and use this information.

We and other organisations may also access and use this information to prevent fraud and money laundering, for example, when:

- managing credit and credit related accounts
- recovering debt
- checking details on claims for all types of insurance
- checking details of job applicants and employees
- We and other organisations may access and use from other countries the information recorded by fraud prevention agencies.

Keeping Personal information secure

Guide Flyfishing is committed to keeping customers' personal information secure to protect it from being inappropriately or accidentally accessed, used, shared or destroyed, and against it being lost.

How long we keep personal information

Guide Flyfishing will only retain customers' personal information for as long as it needs it to carry out a particular purpose or meet a particular obligation.

Keeping personal information accurate

Guide Flyfishing will ensure that personal information is kept accurate and up to date as far as is reasonably possible. However, Guide Flyfishing relies on customers to ensure that some of the information it holds about them is accurate and up-to-date. We encourage customers to inform Guide Flyfishing of any changes to their information.

Access to personal Information

You can request details of personal information that Guide Flyfishing holds about you, by contacting us at;

sales@guideflyfishing.co.uk, or by writing to;

Guide Flyfishing Ltd
Unit 5
Moor Lane Trading Estate
Bishopdyke Road
Sherburn in Elmet
Leeds
LS25 6ES

Requests must be made in writing.

Proof of identification is required to protect your information. We also require sufficient details to be able locate your information.

Marketing Preferences

A customer may allow Guide Flyfishing to provide them with information about services that we have selected, which may be of interest to them.

Marketing channels used may include all means of communication, e.g. email, phone, or SMS text message.

Should you wish to opt out please let us know by emailing;
sales@guideflyfishing.co.uk,

Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other websites

Our website may include links to other sites of interest. We will make every effort to provide links to high quality, reputable sites but are not responsible for their privacy practices, site content, or the services they offer. We would encourage you to exercise caution and look at the privacy statement applicable to any such website in question.

Changes to our privacy policy

We will keep our privacy policy under regular review. This privacy policy was last updated May 2018.

How to contact us

Email: sales@guideflyfishing.co.uk

Post:

Guide Flyfishing Ltd
Unit 5
Moor Lane Trading Estate
Bishopdyke Road
Sherburn in Elmet
Leeds
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