



# The Wayfarers – Privacy Policy

The Wayfarers is committed to respecting your privacy and protect your information.

The information we store on Clients and Prospects is governed by our privacy practices listed below and is held in accordance with international data protection regulations currently in force.

## In this document we explain:

- The Controller of Information
- Information that we collect and store
- Cookies and similar technologies
- Marketing
- Legal basis for processing your information
- Sharing of Information
- Information Retention Policies
- Contractual relationships
- Your rights and choices concerning your Information
- How to find what information we store
- Your Right to Amend or Erase information
- Data breach
- Changes and Amendments to this policy
- Legal Basis and Compliance

## The Wayfarers

The Wayfarers are a group of companies providing walking tours and associated services world-wide. Information is held in compliance with European Union, United States and United Kingdom Law. Data protection matters are handled by Data Protection Director, The Wayfarers, Ryall Farm, Ryall, Bridport, Dorset DT6 6EJ, United Kingdom.

## The Controller of Information

All personal information processed by The Wayfarers is under the control of the Data Protection Director who is considered the "data controller" under international law.

If third-party services have been purchased, or provided to you by The Wayfarers, each provider of those services may also store some of your information. In which cases that information will be considered as under the control of the "data controller" of the service provider. Only essential information relevant to the provision of a specific service is ever shared with any third-party providers.

## Information that we collect and store

We collect details which identify you or could be used to identify you, including your name, contact details and optionally your email address

If you are a Prospect we retain information that you have provided to us. This may also include selected preferences as being of interest to you in the services and products that we offer. This includes information provided by you directly or via emails, our website and agents. This includes your choice of whether or not to receive information from The Wayfarers for marketing purposes by email. (Opt-In / Opt-Out)

If you are a Client, we retain information that you have provided on your preferences as well as prior booking history and any other services used. This includes your choice of whether or not to receive information from The Wayfarers for marketing purposes by email. (Opt-In / Opt-Out)

If you contact The Wayfarers by phone or email, or we respond to your request, the interaction and information provided by you, related to your travel preferences or interests, may be stored by us in your profile.

If you make a booking with us, you will complete a Booking Form. That information will be recorded in our system to provide you with a tailored experience on the trip and will be recorded in your client profile.

If you complete a walk with us and then fill in a post-walk questionnaire your responses will be stored and used to help us improve our service and offerings in the future. Collectively results may also be used for anonymous statistical purposes.

Your information is stored in secure databases that are protected by several layers of security, both physical and electronic. Credit Card numbers are encrypted and not accessible when client records are being viewed or processed.

### **Cookies and similar technologies**

Our website does not presently use tracking "cookies" that get installed on your computer or other internet access device. This means that we are unable to track or record any personally identifiable activity from your interaction with our website.

Our website uses Google Analytics to analyse website visitor trends, behaviour patterns, improve the user experience of using our website as well as monitoring technical performance and diagnosing technical issues. The information gathered is of a non-personal nature.

### **Marketing**

All Prospects and Clients have the right to opt-in and opt-out of marketing emails received from The Wayfarers. Each marketing email send from The Wayfarers includes a clickable link to Unsubscribe from future marketing emails.

Several times per year, marketing material may be sent to you by regular mail.

Should you wish to Opt-Out of paper mailing, please contact the Wayfarers Office at the address included in the material and your new preference will be updated in our system without delay.

From time to time, The Wayfarers may use Third-party advertising services from companies such as Google and Facebook. If you do not want to receive targeted advertising from these sources, you must seek help directly from them by, for instance, changing your advertising settings on their websites.

### **Legal basis for processing your information**

We process your information in relation to marketing our services to you, either as a Prospect or a previous Client.

We process your information further if you make a booking for a Walking Tour or related services.

We have a legitimate business interest to use the information in this respect.

Under our legal obligations should you wish this situation to change you have the right to request either a change to your current Opt-In Opt-Out preferences for email and paper mailings.

In addition, subject to certain conditions you are entitled to either have your information erased or anonymized. See the section below "**Your Right to Amend or Erase Information**" for more information.



## Sharing of Information

The Wayfarers are members of the Trusted Adventures association of Travel Companies. At times we may send to you marketing materials related to our Trusted Adventures partners.

In such cases your personal Wayfarers Opt-In Opt-Out preference for emails and paper mailings will be respected.

## Information Retention Policies

Information related to Bookings and Client/Prospect interactions are retained for a minimum of 7 years. Information earlier than that is maintained for client booking history purposes in summary form only.

Subject to certain conditions you are entitled to either have your information erased or anonymized. See the section below "**Your Right to Amend or Erase Information**" for more information.

## Contractual Relationships

In the event that you make a booking with us, we have a contractual relationship in place with you being the Client. In such circumstances we will need to use your contact information and payment information. We have a legitimate business interest to use the information in this respect.

This may require us to contact you by email or mail even if you have opted out to receive marketing materials by either method.

If third-party services have been purchased or provided to you by The Wayfarers, each provider of those services may also store some of your data. Only essential information relevant to the provision of a specific service is ever shared with the third-party providers.

## Your rights and choices concerning your information

Under several international laws you have the right to request, inspect, modify or erase your information. The following sections describe how that may be done and any constraints that may apply.

### How to find what information we store

If you have any questions, they can be addressed in writing to the address below.

You may request a copy of the personal information held about you by The Wayfarers. There is no fee for this request.

### The request must be in writing and contain:

- Full Name and Address
- Other details that might help us find the information: email address, prior booking etc.
- A photocopy of your passport or driving license so we may verify your identity

If you are applying on behalf of another person, an original signed Letter of Authority permitting you to act on their behalf must also be included.

### Please send any request to:

Data Protection Director  
The Wayfarers  
Ryall Farm, Ryall  
Bridport  
Dorset DT6 6EJ  
United Kingdom



Responses to requests will be provided within one month and generally there is no fee for making these requests although we reserve the right to do so. We will handle all requests in compliance with applicable law.

### **Your Right to Amend or Erase Information**

In response to any request, you may subsequently ask us to correct information that we hold about you in the event if inaccuracies. If so this will be made upon written application with the minimum of delay.

You may also request that your identity be erased or forgotten. To do this we will remove any information that personally identifies you in our records and make you anonymous. However a separate and restricted copy of the identifying information will be kept for 7 years to meet the requirements of law enforcement and national authorities as well as any potential legal proceedings.

Please note that we are unable to erase your information if you have been a client of ours within the previous year or have an outstanding future booking which has not yet been completed.

### **Data Breach**

In the unlikely event that there is ever a breach in our data security that divulges your information to others this is not in compliance with our Privacy Policies or Data Protection Regulations. In such a situation, you will be informed without delay with the minimum of delay. We will provide you with details of what information was divulged. We will also report the breach to the national and international authorities whose regulations have been contravened as well as the steps being taken to mitigate and prevent re-occurrence of the situation.

### **Changes and Amendments to this policy**

The Wayfarers may from time to time, without notice to you, update or amend this Policy to reflect new or different privacy practices.

We will place a notice on our website when we make material changes to this Policy.

We therefore invite you to review the latest version of the Privacy Policy on our website [www.thewayfarers.com](http://www.thewayfarers.com)

### **Legal Basis and Compliance**

The Wayfarers are governed and comply with the following regulations:

**European Union** – General Data Protection Regulation 2018

<https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:31995L0046&from=EN>

**United Kingdom** – UK Data Protection Act 2018

<https://www.legislation.gov.uk/ukpga/2018/12/enacted>

**United States** – Can-Spam Act 2003

<https://www.gpo.gov/fdsys/pkg/PLAW-108publ187/html/PLAW-108publ187.htm>

and others.

