

THE SUP HUB – PRIVACY POLICY

The SUP Hub is committed to protecting and preserving the privacy of our visitors when visiting our site or communicating electronically with us.

This policy sets out how The SUP Hub process any personal data we collect from you or that you provide to us through our website.

We confirm that we will keep your information secure and that we will comply fully with all applicable UK Data Protection legislation and regulations.

Please read the following carefully to understand what happens to personal data that you choose to provide to us, or that we collect from you when you visit this site.

By visiting The SUP Hub (our website) you are accepting and consenting to the practices described in this policy.

WHAT WE COLLECT

We may collect, store and use the following kinds of personal information about individuals who visit and use our website:

Information you supply to us. You may supply us with information about you by filling in forms on our website. This includes information you provide when you complete The SUP Hub membership form or submit a contact/enquiry form. The information you give us may include your name, e-mail address, phone number, subject, message, emergency name, emergency number and whether you have your own board.

***Information our website automatically collects about you.** With regards to each of your visits to our website we may automatically collect information including the following:

- **Technical information**, including a truncated and anonymised version of your Internet protocol (IP) address, browser type and version, operating system and platform;
- **Information about your visit**, including what pages you visit, how long you are on the site, how you got to the site (including date and time); page response times, length of visit, what you click on, documents downloaded and download errors.

COOKIES

We collect information when you visit our website through the use of cookie technology. A cookie is a piece of programming contained in a very small text file that is placed in your internet browser or elsewhere on your hard drive. You can control your acceptance of cookies by modifying your internet browser preferences. You also have the ability to accept all cookies to be notified when a cookie is set or to reject all cookies. Please note that if you choose to block all cookies, including any essential cookies, you may not be able to access all or part of the website and may be unable to engage or use those services or activities that require the placement of cookies. We use cookies in order to differentiate you from other

users of our website and to help us compile stats about the usage on our website. There may also be occasions when we will use tracking technologies such as web beacons to collect information about your visit to our website. These web beacons are electronic images embedded into the web content or e-mails and are usually not visible to users. This tracking technology enables us to track pages and the content accessed and viewed by users to our websites. It also helps us to provide you with a positive experience when browsing and it also helps us to refine our content. Information about cookies is available on www.allaboutcookies.org

WHAT WE DO WITH THE INFORMATION WE COLLECT.

We use the information in the following ways:

Information you supply to us. We will use this information:

- To manage your membership information and inform you of new, events, activities or services, which we think you might like to hear about in relation to The SUP Hub.
- to provide you with information and/or services that you request from us;

****Information we automatically collect about you.*** We will use this information:

- to administer our site including troubleshooting and statistical purposes;
- to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
- security and debugging as part of our efforts to keep our site safe and secure.

This information is collected anonymously and is not linked to information that identifies you as an individual. We use Google Analytics to track this information. Find out how Google uses your data at <https://support.google.com/analytics/answer/6004245>.

OUR LEGAL BASIS FOR PROCESSING YOUR PERSONAL DATA

We will only process your data where we have a legal basis for doing so.

Contractual Necessity - In order to fulfil our obligations to you. For example, if you were to sign up as a member of The SUP Hub or take a lesson with us, we will need to process your personal data in order to process any purchases you make. We will need to share some of this data with our payment processors.

Consent - When you sign up with us, we believe you have given consent to receive information and news from us.

Legitimate Interest - We may use your data for our legitimate business interest in order to provide you with the best customer service, to provide a service that is tailored to your needs, and to improve the quality of information on our website. For example, we may rely on our legitimate interest to process your personal data for the following purposes:

Marketing related to previous purchases you have made with us.

Customer service communications as part of the purchase process.

To obtain feedback from you about our customer service and activities.

To enhance, modify, personalise or otherwise improve our services and communications for your benefit

Please note you have the right to object to any processing for which we rely on legitimate interest as the legal basis. You can do so by using the contact details set out at the end of this privacy policy document.

WHO WE SHARE YOUR PERSONAL DATA WITH?

We may share your data with approved third-party providers that have data protection measures in place that align with the requirements of the data protection regulation. For example:

- Payment providers
- Companies we use to deliver our products
- Our newsletter provider with your consent.
- Professional companies and other persons providing services to us including legal advisers, professional advisers, tax and accountancy advisers, IT services, and printing services

We do not share data outside of the EU and we do not sell your personal data or other information to any third party.

HOW LONG DO WE KEEP YOUR PERSONAL DATA?

We will only keep your personal data for as long as necessary for the purposes for which it was first gained. Personal data will be retained for the purposes detailed in this privacy policy and where we have a legal basis for doing so.

YOUR RIGHTS IN RESPECT OF YOUR DATE ARE?

- Access rights. You can request a copy of the personal information we hold about you.
- Right to request rectification. We take reasonable steps to keep your information accurate, but you can also ask us to change any information we hold about you to keep it accurate, complete and current.
- Right to request erasure ('to be forgotten'). You have the right to ask us to delete the personal information we hold on you.

- Right to raise an objection to our processing. Where our processing of your information is performed on the basis of 'legitimate business interest', then you can request we stop.
- Right to complain to a supervisory authority. If you are dissatisfied with our use or management of your personal information, you have the right to complain to an EU Data Protection Supervisory Authority. In the UK, the relevant Data Protection Supervisory Authority is the Information Commissioners Office (ICO) and you can contact them via their website: www.ico.org.uk

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

WHO ARE WE AND HOW CAN YOU CONTACT US?

The SUP Hub

Email: info@thesuphub.co.uk

Phone: 07977989965

Questions, comments and requests regarding this privacy policy please feel free to contact us.