

Privacy Notice

The Durham Fly Fishing Company is the UK Sole Trading Business Name of Stuart Wardle of 14 Claypool Farm Close, Hutton Henry, Hartlepool, TS27 4QZ, UK who provides a wide range of fly fishing services across the UK including Guiding, Coaching, Lessons, Tackle and hosted trips and holidays; hereafter referred to as “the services”

Stuart Wardle is the Data Controller for the personal information that I process about you.

Any changes made to this privacy notice in the future will be posted on this page and, where appropriate, notified to you by email.

What information do I collect?

I collect, store, and process a small amount of personal data about you, for example your name, address, email address and telephone number, as well as details about you that relate directly to the services received from The Durham Fly Fishing Company. For example, purchase history, orders, sizes where equipment is/ or has been hired, and other media such as photographs and video.

Much of the information I hold will have been provided by you as a customer, for example when I have advised you, or when you enquire or book our services, or when you ring us, or I call you.

Some information may also come from external agencies, intermediaries or others who have referred you to us for assistance.

Why do I need the information?

I use your information to enable me to run the business and manage my relationship with you effectively, lawfully and appropriately. I collect information for the following reasons:

- To deliver the fly fishing services to you;
- The information I collect is necessary only for me to deliver the services that you have requested or enquired;
- To pursue our legitimate business interests
- Send you updates about The Durham Fly Fishing Company such as special offers or news;
- Let you know about other services or offers from The Durham Fly Fishing Company, but only where I consider that these will be of potential interest to you;
- Measure the quality of the services and improve them, through customer and client satisfaction, feedback and evaluation;
- Help me to service customers' needs more effectively;
- Ensure I meet my targets and other contractual commitments;
- Notify you about changes to the services; and
- Prevent and detect fraud and irregularity.

You can contact me at any time if you want to be removed from our marketing lists, and in certain circumstances you may also be able to object to our other legitimate uses.

Where do I store your information?

I store information on a secure PC utilising Microsoft Outlook database and through my Internet Email Service Provider and also paper files and mobile phone. I ensure that the transfer complies

with European data protection law and that your information is protected through the EU-US Privacy Shield framework.

I will keep your information secure by taking appropriate technical and organisational measures against unauthorised or unlawful processing and against its accidental loss, destruction or damage.

How long will I hold your information?

I will store your information at least for the duration of any customer relationship I have with you, or as otherwise required by our Funders which could be for two years after the closure of the 2014-2020 ERDF programme.

Who else will receive the information?

I may disclose your information to the following types of organisation:

Government, HMRC, Accountancy and Auditors , Police and other statutory enforcement bodies for the purposes of fraud prevention

What are your rights?

Subject to certain conditions, you have the following rights in relation to the personal data that I hold about you:

- to see what personal data I have about you;
- to ask us to stop using your personal data;
- to ask us to delete or correct your personal data;
- to transfer your personal data to another data controller
- to make a complaint to the Information Commissioner's Office (ICO) if you think I are not handling your personal data fairly or in accordance with the law.

How to Contact me?

You can **contact me** using the details below:

Stuart Wardle (Data Protection Officer)

The Durham Fly Fishing Company

14 Claypool Farm Close,

Hutton Henry,

Hartlepool,

TS27 4QZ

UK

Tel: +44 (0) 7904 278889

Email: durhamflyfishing@btinternet.com