

ATE PRIVACY POLICY

Date: *February 2022*

Review date: *February 2025*

Approved by Board of Trustees: *February 2022*

WHO WE ARE

Active Training and Education is a not-for-profit educational charity, with a Governing Council of leaders in the world of education, who believe in the educational value of summer camps. Our registered charity number is 1062448, and our company number is 3364551.

We can be contacted on info@ate.org.uk or 01684 562 400.

Our registered address is Union House, 111 New Union Street, Coventry, England, CV1 2NT.

Our postal address is 32 Western House, London Road, Thrupp, Stroud, GL5 2BX

Our website address is: <https://www.superweeks.co.uk>

WHAT INFORMATION DO WE COLLECT?

We collect Personal Information from you when you provide it to us directly and through your use of the ATE website. This information may include:

- Information you provide to us when you use the ATE website (e.g. Your name, contact details, date of birth and/or age and any information which you add to your profile or post on the ATE website, details about your interactions on the ATE website etc);
- Information you provide to use when you make a booking or add a child to your account on the ATE website (e.g. your child's name, their age, etc. This also includes sensitive data including health information etc.)
- Transaction and billing information, if you make any purchases from us or using the ATE website (e.g. a record of your purchases, credit/debit card details and delivery information);
- Records of your interactions with us (e.g. if you contact our central Office team or interact with us on social media);
- Information collected automatically, using cookies and other tracking technologies (e.g. which pages you viewed and whether you clicked on a link in one of our email updates). We may also collect information about the device you use to access the ATE website; and
- Other information necessary to provide the ATE website, for example we may access your location if you give us your consent.

We may combine the information collected via the ATE website with information we collect from you offline, for the purposes of better understanding our customers and Superweekers and to improve our services.

HOW DO WE USE PERSONAL INFORMATION?

Depending on how you use the ATE website, your interactions with us, and the permissions you give us, the purposes for which we use your Personal Information include:

- To fulfil your purchase, order or request (for example, when you book a Superweek through the ATE website).
- To maintain your profile on the ATE website and offer you a personalised experience on the ATE website.
- To manage and respond to any queries or complaints to our central Office team.
- To improve and maintain the ATE website and monitor its usage.
- For market research, e.g. we may contact you for your opinions and comments after a Superweek.
- To send you marketing messages, where we have your consent or are otherwise permitted to do so.
- To comply with our legal and regulatory obligations.

We also collate anonymised and non-identifying data to compile statistics that we use to track trends in the organisation's performance, and as evidence for grant applications. We may also use anonymised feedback comments in marketing materials and within applications for funding.

We rely on the following legal bases, under data protection law, to process your Personal Information:

- Because the processing is necessary to perform a contract with you, or take steps prior to entering into a contract with you (e.g. where you have made a booking with us, we use your Personal Information to process the payment and fulfil your order).
- Because we have obtained your consent (e.g. where you contact us with a query, where you add optional information to your account profile, or if you consent to receive marketing from us). You are free to withdraw your consent at any time.
- Because it is in our legitimate interests in operating our business, for security purposes, to protect our staff, property, premises, and reputation, for fraud prevention and to operate and promote the organisation.

COOKIES

If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

If you visit our login page, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser.

When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select "Remember Me", your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

If you edit or publish an article, an additional cookie will be saved in your browser. This cookie includes no personal data and simply indicates the post ID of the article you just edited. It expires after 1 day.

ANALYTICS

We use cookies to analyse user activity in order to improve our website. For example, we can use cookies to look at aggregate patterns like the typical user journey through our website. We can use such analysis to gain insights about how to improve the functionality and user experience of the website. You can opt out of analytics tracking by visiting Google's [How Google Uses Information from Sites or Apps that Use Our Services](#).

EMBEDDED CONTENT FROM OTHER WEBSITES

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

WHO WE SHARE YOUR DATA WITH

We may share your personal data with other members of staff within ATE.

We take all reasonable steps to ensure that our staff protect your personal data and are aware of their information security obligations. We limit access to your personal data to those who have a need to know it.

THIRD PARTIES

We may also share your personal data with trusted third parties including:

- Microsoft, our cloud-storage provider;
- Stripe, who processes our payments;
- Service providers contracted to us in connection with the provision of our products and services;
- Our insurers;
- ATE may also be bound to share data with the police or other law enforcement agencies in the event of a crime.

HOW LONG WE RETAIN YOUR DATA

For users that register on our website, we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time, with the exception of their username. Website administrators can also see and edit that information.

Information submitted via contact forms, including Monitor Training Course applications, Seasonal Paid Work applications, Adventure Appeal school registrations, and contact requests will be retained for 18 months before being deleted. Data may be transferred for storage elsewhere in our systems, e.g. successful Monitor applicants' data will be stored in our staff database. The procedures for these data are laid out in our wider data policy suite.

Information submitted via the booking process will be held for 18 months after your child's 16th birthday, at which point it will be erased.

Information submitted via the Personal and Medical information form will be held for 18 months, and then erased.

WHAT RIGHTS YOU HAVE OVER YOUR DATA

If you have an account on this site, or have left comments, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

WHERE WE SEND YOUR DATA

Visitor comments may be checked through an automated spam detection service.

CONTACT INFORMATION

Our Data Protection Officer is Patrick Sarsfield, Operations Manager. Should you wish to contact us with regard to any privacy-specific concerns, please email patrick@ate.org.uk or call 01684 562 400.