

ACADIA TRAVEL

Privacy Notice



This privacy notice tells you what to expect us to do with your personal information:

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- [Lawful bases and data protection rights](#)
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1. Contact Information

Telephone: 07727 047304
Email: enquiries@acadiatravel.co.uk

2. What information we collect, use, and why

We collect or use the following information to provide and improve products and services for clients:

- Name(s) and contact details
- Address(es)
- Date of birth(s)
- Third party information (such as family members or other relevant parties)
- Transaction data (including details about payments from you and details of products and services you have purchased)
- Usage data (including information about how you interact with and use our website – we do not use this information to track individuals or identify you personally)
- Health information (such as relevant health conditions)

We collect & use the following information for dealing with queries or correspondence:

- Names and contact details
- Addresses
- Correspondence

We collect & use the following information for information updates or marketing purposes:

- Names and contact details
- Marketing preferences (including if you opt-in or opt-out of our email mailing list)

3. Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the Information Commissioner’s Office (ICO) website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website.

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data:

Our lawful bases for collecting or using personal information to provide and improve products and services for clients are:

- **Consent** – we have permission from you after we gave you all the relevant information. All of your data protections rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for information updates or marketing purposes are:

- **Consent** – we have permission from you after we gave you all the relevant information. All of your data protections rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

4. Where we get personal information from

- Directly from you, the client.

5. How long we keep information

We hold your data for 18 months after you return from the travel arrangements planned with Acadia Travel, unless instructed otherwise.

For more information on how long we store your personal information or the criteria we use to determine this please contact us using the details provided above.

How to complain:

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Helpline number: 0303 123 1113
Website: <https://www.ico.org.uk/make-a-complaint>

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