

# Boutique Narrowboats Ltd and Union Wharf Narrowboats Ltd

## Privacy and Cookies Policy

Boutique Narrowboats and Union Wharf Narrowboats operates a strict Privacy Policy and undertakes that all information provided by customers and potential customers is respected as being provided in confidence and will not be divulged to any third party except for legal reasons. We only use the information you provide us with for booking purposes and – where we have obtained your consent – for our own marketing and research purposes. We do not sell your information to other organisations.

If you want to know what information we collect and hold about you, please write to us at: Boutique Narrowboats, 1a Canalside, Union Wharf, Market Harborough LE16 7UW

Boutique Narrowboats Ltd and/or Union Wharf Narrowboats Ltd is the data controller of your Information for the purposes of the General Data Protection Regulation 2018.

### What personal information we collect about you

We may collect personal information about you when you:

- ask about our service
- register with us for information
- book a holiday
- sign up for downloads, competitions or newsletters
- apply for a job with us
- become an employee
- telephone, write, contact us online or text us or otherwise provide us with your personal information.

This can include information such as your name, communication preferences, email address, postal address, IP address, telephone number, mobile number, or date of birth. No debit or credit card details are ever retained beyond the time taken to process a payment.

### How Do We Use the Information That You Provide to Us?

We use your Information in the following ways:

- to ensure that content from our Website is presented in the most effective and efficient manner for you and your computer;
- to allow you to register, request information, enter competitions or order any products and services available on our Website where you choose to do so;
- to pass your Information to other companies ONLY where there are operational reasons for doing so eg in the event of a break down service being called while you are on the boat;
- to notify you about changes to our service or discuss your booking;
- in accordance with your authorisation at the point of booking eg if you give your consent to receive our newsletter.

We may pass your Information to third party organisations only:

- if we buy or sell any business or assets in which case we may disclose your Information to the seller or buyer of such business or assets;
- if we are under a duty to disclose or share your personal data to comply with any legal obligation or in order to enforce or apply our terms and conditions and other agreements or protect the rights, property, or safety of our customers, or others. This includes exchanging information with other companies for the purposes of debt collection.

## Cookies Policy

Boutique Narrowboats and Union Wharf Narrowboats are committed to protecting you and any data (anonymous or otherwise) that we may collect about you online. None of the cookies used collect any personal data on you other than the IP address of your web connection. By continuing to use our website (through any device) you agree with this Cookies Policy. We reserve the right to make changes to our Privacy and Cookies Policy and confirm that any such changes shall appear here and become effective immediately. Data is retained for Google Analytics for 26 months.

We use technologies such as cookies within digital marketing networks, ad exchanges and social media networks to get relevant marketing messages across to you and other customers. This includes the advertising features within Google Analytics and Meta. We share aggregated and anonymised information about the customer segments we are interested in reaching with advertising partners, so they can focus on showing adverts to those who are most likely to be interested in our products, services and offers, and to prevent them showing you irrelevant or repetitive advertisements. The anonymised information may include age, location and interests.

## What if I don't want to accept cookies?

If you wish to restrict or block the cookies which are set by any website, you should do this through the browser settings for each browser you use, on each device you use to access the Internet. You can also allow cookies from specific websites by making them “trusted websites” in your Internet browser. For more information on how to do this please refer to [www.allaboutcookies.org](http://www.allaboutcookies.org) which explains cookies more fully and how you can manage, restrict, block or accept cookies within all popular web browsers (Internet Explorer, Microsoft Edge, Google Chrome, Firefox and Safari).

You can also download the Google Analytics [available opt-outs](#) for the web.