

Type of Activity	Why do we collect it?	What information do we collect?	Where do we store it?	Who do we regularly share it with?	How long do we keep it for?
Browse our Website	We use to determine how the website is working and improve user experience and advertise activities we think you might like.	<ul style="list-style-type: none"> <li>• Browser</li> <li>• Network Location</li> <li>• Type of connection and device</li> <li>• IP address</li> </ul>	In locations across the World.	We do not share this data with any other controllers. It will be shared with our processors, such as web hosts.	We keep cookies on a rolling 30-day basis at which point they are deleted. See our Cookie Policy for more information.
Engage with Social Medical Channels	We use this information to determine how effective our marketing and analytic tools have been for planning future campaigns and communications of our target customers	Engagement details through our social media sites	Our hosting provider is based in the USA	We do not share this data with any other controllers. It will be shared with our processors, such as web hosts.	We keep cookies on a rolling 30-day basis at which point they are deleted. See our Cookie Policy for more information.
Contacting Us	In order to direct you to appropriate services and offer quotes and support.	Information about you such as booking queries, access queries or demographic data to contact you on	In locations across the World.	We do not share this data with any other controllers. It will be shared with our processors, such as web hosts.	Where you call us, nothing is held unless a follow up email is required. This would be held in line with company email retention.
Request a quote	To be able to provide you with a quote to use our services.	Name Email Phone Number Age Range	In locations across the World.	We do not share this data with any other controllers. It will be shared with our processors, such as web hosts.	We will keep your data for quotes for 2 years where a booking is not followed up on. Where a booking is made, this would be retained for 3 years.
Make a Booking (including	To be able to provide the service, take payment and obtain some special	Name Email Phone Number	In locations across the World	It will be shared with our processors, such as web hosts.	We would retain this information for 3 years after your activity date.

buying gift vouchers)	category information to comply with health and safety regulations.	Address Card Details Company Details Some health data needed for disclaimer		Where the booking is part of your organisation training day or a certified scheme we will share certificates with your employer or the certification scheme to prove participation.	
Risk Acknowledgement Disclaimers	We are required to ensure that all participants are aware of the risks associated with any particular activity and have read safety instructions.	Name Age Signature Where there is a person under 16 we would also take the details of the parent signing	In locations across the World	We do not share this data with any other controllers. It will be shared with our processors, such as web hosts.	We would retain this information for 3 years after your activity in line with the limitations act. Where you are under the age of 18 this will be retained until your 21 <sup>st</sup> Birthday.
Special Category Information	We are required to ensure that there are no medical conditions that would prohibit participation. We may also need to know about cultural or religious traditions that may impact safety*	Details of medical condition and how it may impact on activity Medication taken and location if needed to be administered Details of requirement to adhere to religious / cultural beliefs	In locations across the World	We do not share this data with any other controllers. It will be shared with our processors, such as web servers.	We would retain this information for 3 years after your activity in line with the limitations act. Where you are under the age of 18 this will be retained until your 21 <sup>st</sup> Birthday.
Accidents and Incidents	We are required to log any accident / incident, regardless of whether injury is caused for the	Name Age Gender Address	In locations across the World	It may be shared with our insurers and medical professionals if medical attention is needed.	We would retain this information for 3 years after your activity in line with the limitations act.

	purpose of insurance and the law requires all accidents to be logged.	Phone Number Details of incident Photo of injured area (potentially) Witness Statement		It will be shared with our processors, such as web servers.	Where you are under the age of 18 this will be retained until your 21 <sup>st</sup> Birthday.
Photography	For the purpose of marketing**	Photo of you From Consent Form: Name Email Address Mobile Number Age (only whether over 16)	In locations across the World	It may be shared with our clients and in marketing booklets, on our website or social media It will be shared with our processors, such as web hosts.	Peak Activity Services Ltd has a policy to actively use images for up to 10 years
Direct Marketing	For the purpose of sending you details of upcoming events, promotional offers and activities we feel may be of interest to you.	Name Emails Address Phone Number Address	In locations across the World	It may be shared with organisations who support us with marketing. It will be shared with our processors, such as web servers.	Details will be held until opted out. At which point the email address will be the only information saved. Suppression list is held indefinitely to ensure we don't send marketing to those who have opted out.
Entering a competition or prize draw	For the purpose of administering a competition or prize draw and notifying the winner	Name Email Address Where you are the winner we may need	In locations across the World	We do not share this data with any other controllers. It will be shared with our processors, such as web servers.	1 month after completion of competition and prize has been collected. Where it is a gift voucher, details would be stored for as long as voucher is valid (usually 12 months)
Visitor Log	For the purpose of documenting who is on site in the event of an evacuation or incident	Name Organisation Date & Time	Located physically in the office.	We do not share this data with any other controllers.	2 months

				It will be shared with our processors, such as web servers.	
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\*Please see section 6 of the privacy notice for more information

\*\* Please see section 6.2 of the privacy notice for more information