

Privacy Schedule for Customers

This schedule sets out the details of our processing of personal information of our customers, including boat licence customers, business boating customers, customers of Waterside Mooring, angling customers, event attendees, tenants to our properties, suppliers, museum visitors, and retail attraction customers.

It is important that you read this section of our privacy schedule together with the main section of our [privacy policy](#). This is so that you are fully aware of how your information is used and your individual rights.

What Information We Collect About You

Depending on the circumstances, we may hold some or all of the following about you:

- Your name
- Your contact details
- Delivery Address (if different from contact details) for online order fulfillment
- Gender – for Let's Fish Registration purposes
- DOB (age)
- Your social media contact details (if you contacted us online)
- Payment information (such as credit card and bank details)
- How you would like to hear from us
- Details relating to your boat (e.g. dimensions, index number, insurance, boat safety, qualification for relevant discount etc)
- Details relating to your home mooring (for boaters with a home mooring)
- Details relating to your property if you are having work done to it that needs the approval of the Trust
- Your boat movements
- Details of Angling Club
- Information relating to your disability or other protected characteristics under the Equality Act 2010 (where we are considering reasonable adjustments under our Equality Act Policy for Customer Services)
- Information you provide to us through any customer survey (including Boating Customer Survey)
- Your enquires, feedback, responses to surveys and consultations and details of individual complaints and other direct contact with the Trust
- Information in relation to events you book with us
- Information in relation to any legal or enforcement proceedings
- Information relating to any health and safety reports, including incidents and investigations, that you have reported or been involved with including medical or health conditions resulting from the incident
- Information relating to the donors of objects and archives
- Imagery/videos including CCTV and body worn camera footage – refer to [CCTV and Body Worn Cameras Schedule](#)

How We Use Your Information

We collect information from your online or paper application or booking form in order to be able to provide you with a boat licence, business boating agreement, mooring permit, pre-booking to our museums and attractions, education visits or resources, festival and event

participation or other goods or services from the Trust.

We also collect responses to surveys and consultations, electronic records of your contact with us such as telephone calls or report an accident or make a complaint.

We may also collect your information from a previous boat owner when you are the new owner of the boat and they have informed us of the boat transfer.

For boating and mooring customers, we need to do this so we can provide you with a boat license or a mooring permit and communicate with you on boating related matters such as stoppages and incidents. If you choose not to provide this information, then we would not be able to provide you with a license or mooring permit. If you have given consent and signed up to our boaters update you will receive more general boating news and updates.

Unless otherwise specified below, we delete this personal information 7 years after the end of the relevant boat license, business boating agreement, mooring permit, or other agreement.

For boating and mooring customers, we ask for information about the status of insurance for your vessel and we may, where reasonably justified, contact your insurance company to confirm and verify the nature and scope of your insurance. While we don't carry out checks in every case, since we can refuse a licence or certificate if there is no insurance in place for a vessel, it is important that we are able to carry out checks where we consider this to be necessary.

We collect boat sighting information, and this is used to evidence boating navigation patterns to ensure that licensing conditions are complied with, we will hold this data for legal and enforcement proceedings as required. We delete this information after 3 years from the end of the relevant license period.

Where necessary we will also process personal data of boaters and retain details of interactions as part of any accident, incident or any enforcement action when either licensing conditions or mooring terms and conditions have not been complied with. We delete this information after 7 years from the conclusion of any investigation into the accident or incident or the conclusion of any enforcement action.

Your information may be used for contacting you regarding consultative processes or to update you on amendments to Terms and Conditions or contractual information.

The Trust may also utilise the payment/bank details provided to conduct a validation check for your bank details to ensure information provided is correct and accurate.

For museums and attractions, we collect information to provide the service, product, or essential information you expect from us. Where you have given us your consent to do so, to keep you informed about visiting our places, volunteering with us, membership, events, conservation work, fundraising, and shops.

For our archives and collections, we collect information relating to the donors of objects and archives, this is done to comply with our legal obligations to record the owners of these items.

If you are involved in a near miss or a health and safety incident on Trust property, we will collect data relating to you and the incident in order to investigate and improve our working practices and the areas we have open or accessible to the public, staff, or volunteers within the Trust.

We collect information about suppliers as part of our tender process which may include personal information if you are a sole trader. Your data will only be used for the purpose of completing the tender process. We delete this information after 12 months from the conclusion of a tender process or 7 years from the date of a transaction.

For those applying to take part in festivals or other events that the Trust hosts, we collect payment information, personal information, and contact information. Your data is needed to keep in contact

with you and ensure that you are able to hold a stall at an event. We also keep this information to contact you to attend future events. Payment information is needed in order to receive a stall fee from you. For Let's Fish Events we collect information regarding participants to use for statistical purposes to allow us to review and report on demographics and drive participation in fishing.

If you are undertaking work to your property that needs approval from the Trust, then we will collect information on what you are planning to do and how it could affect the Trust's property.

For other customers we delete your personal information after 7 years from the date of our transaction or, if later, the resolution of your enquiry or complaint.

Legal Basis for Processing Personal Information

As our boat licensing activity is a public task, the Trust relies on this as a legal basis for processing this personal data in many circumstances. Otherwise, we rely on legitimate interests e.g. to share information where necessary in connection with accidents or incidents, or for identifying new ownership of vessels.

For boaters for whom we are making reasonable adjustments under our Equality Act Policy we collect (through our [Equalities Questionnaire](#)) particularly sensitive information (known as special category personal data) relating to your disability and other protected characteristics. We process this data with your explicit consent. We take additional security measures to restrict access to this information and we delete this information 7 years after the end of the period of reasonable adjustment.

For other customers, we need to collect information so that we can provide you with a service such as a mooring permit, business boating agreement, other goods or services that we have agreed to or to bring any complaint or enquiry to a resolution. If you do not provide this information, then we would not be able to provide you with these goods or services and we therefore rely on our contractual relationship with you for processing your personal data in these circumstances.

Retail sales, museums and attractions and events management. We process customer data to fulfil museums and attractions bookings and retail activities. Your data will be used to communicate with you throughout the process, including confirming we've received your order and payment, to confirm dispatch, to clarify where we might need more detail to fulfil an order or booking, or to resolve issues that might arise with your order or booking. Properties may also hold dietary requirements for weddings and events. When we have a contractual relationship with you, we may be required to send you information relating to your contract with us.

For participation in our festivals and other events, we process your data using a legitimate interest basis to make contact with you. Once you have signed our Terms and Conditions in your application form, you have entered into an agreement with the Trust, and we then proceed on a legal contractual basis. This means that we need to process your data in order to fulfil our obligations to you, such as ensuring you have stall space at a festival and abide by relevant legislation.

For information gathered relating to donors of objects and archives, there is a legal obligation placed on the Trust to record this information as it relates to the rightful owner of the object or archive.

When the Trust gathers information relating to health and safety near misses or incidents, we are relying on legal obligation for the collection of this data and the processing of it to investigate and improve our estates.

Where we do not have a contractual relationship with you as the customer e.g. angler/lets fish attendee, educational customer we rely on the legitimate interest lawful basis to process your information. Where we rely on this lawful basis, we will conduct a legitimate interest assessment

to demonstrate our grounds for relying on this basis.

We may also send you other content e.g. surveys where we have a legitimate interest to do so.

The Trust often uses Snap Surveys to gather information on our behalf, it will be clear if this is the case. You can [read their Privacy Policy here](#).

We may also invite you to participate in a customer satisfaction survey. We will pass your name and email address onto a third party, the Institute of Customer Service (ICS), who run our customer satisfaction surveys. We rely on consent to send you content when you have signed up to our marketing newsletter, you are free to withdraw your consent for this at any time.

How We Share this Data

As we need to share information with others to provide the services to you, there is a legitimate interest in the Trust sharing this information. We may also need to share it to meet contractual and legal obligations.

We share customer personal data with the following individuals and organisations:

- The Trust's external customer contact agent who manages our inbound calls, digital and email enquiries as well as processing licence and mooring payments through our online web-based platform.
- The Trusts external mailing service who manages our inbound and outbound mail, this could potentially include special category data.
- School mailing service who processes our education resource mailings.
- The Trust's legal advisors and external legal advisors, contractors, mooring providers, individuals or organisations with a legitimate interest or duty in exchanging information about you, for boating and mooring customers who are subject to enforcement action or in breach of mooring terms and conditions under the terms of our boat licence and/or mooring permit.
- The Environment Agency for Gold License boating customers.
- The Boat Safety Scheme (a jointly run initiative between the Trust, the Environment Agency and other navigation authorities), for boating customers. We do share customer contact details with employees of the Trust who act on behalf of the Boat Safety Scheme who may need to contact our customers regarding their Boat Safety Certificate.
- Police, local authorities and other law enforcement and regulatory and safeguarding agencies where we are satisfied that the relevant agency has demonstrated a proper legal basis for requesting personal information (e.g. prevention and detection of crime, apprehension and prosecution of offenders, administration of justice or collection of taxes) unless there is an overriding and urgent safeguarding concern where non-disclosure would harm the vital interest of any party when disclosure may take place without a request in writing.
- The Trust's subsidiaries and affiliated companies when we have a legitimate interest to share the data or are required to in order to fulfil the needs of our public task.
- The Trust will share information with our third party company in respect of the Online Shop – To enable fulfilment of customer orders.
- The Trust may also share your data with the relevant third parties. For example, prior to a public event taking place, we may share your information with local authorities.