

PRIVACY STATEMENT

Information Collection and Use

Yorkshire Dales Guides is the sole owner of any information collected on this site. We will not sell, share, or rent this information to others in ways different from what is disclosed in this statement. Yorkshire Dales Guides collects information from our users at several different points on our website.

Registration

In order to use some parts of this website, a user may first complete a registration form. During registration a user is required to give their contact information (such as name and email address). This information is used to contact the user about the services on our site for which they have expressed interest. It is optional for the user to provide demographic information and unique identifiers, but encouraged so we can provide a more personalized experience on our site.

Order

We request information from the user on our order form. Here a user must provide contact information (like name and shipping address) and financial information (like credit card number, expiration date). This information is used for billing purposes and to fill customer's orders. If we have trouble processing an order, this contact information is used to get in touch with the user. Yorkshire Dales Guides use Paypal for payment processing and advise customers to make themselves aware of Paypal terms and conditions.

Cookies

A cookie is a piece of data stored on the user's hard drive containing information about the user. Usage of a cookie is in no way linked to any personally identifiable information while on our site. Once the user closes their browser, the cookie simply terminates. For instance, by setting a cookie on our site, the user would not have to log in a password more than once, thereby saving time while on our site. If a user rejects the cookie, they may still use our site. The only drawback to this is that the user will be limited in some areas of our site. For example, the user will not be able to participate in any of our Contests, etc that may periodically take place. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site.

Log Files

We use IP addresses to analyse trends, administer the site, track user's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally



VAT No: 856 3133 25

Registered to provide activities under the following headings:
Caving, Hill Walking & Mountaineering, Gorge Scrambling,
Abseiling, & Rock Climbing.
Registration number L8365/R0337

identifiable information.

Sharing

We will share aggregated demographic information with our partners and advertisers. This is not linked to any personal information that can identify any individual person. Where we use an outside shipping company to ship orders, and a credit card processing company to bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes.

We partner with another parties to provide specific services. When the user signs up for these services, we will share names, or other contact information that is necessary for the third party to provide these services. These parties are not allowed to use personally identifiable information except for the purpose of providing these services.

Links

This web site contains links to other sites. Please be aware that we Yorkshire Dales Guides are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site.

Newsletter

If a user wishes to subscribe to our newsletter, we ask for contact information such as name and email address.

Security

This website takes every precaution to protect our users' information. When users submit sensitive information via the website, your information is protected both online and off-line. Yorkshire Dales Guides use Paypal for payment processing and advise customers to make themselves aware of Paypal terms and conditions.

All of our users' information, not just the sensitive information mentioned above, is restricted in our offices. Only employees who need the information to perform a specific job (for example, accounts or administration) are granted access to personally identifiable information. Our employees must use password-protected screen-savers when they leave their desk. When they return, they must re-enter their password to re-gain access to your information. Furthermore, ALL employees are kept up-to-date on our security and privacy practices. Every quarter, as well as any time new policies are added, our employees are notified and/or reminded about the importance we place on privacy, and what they can do to ensure our customers' information is protected. If you have any questions about the security at our website, you can send an email to info@yorkshiredalesguides.co.uk.

Special Offers

We occasionally provide information on products, services, special deals, and a newsletter. Out of respect for the privacy of our users we present the option to not receive these types of communications. Please see our choice and opt-in below.

Correction/Updating Personal Information

If a user's personally identifiable information changes (such as your postal/zip code), or if a user

VAT No: 856 3133 25



Registered to provide activities under the following headings:
Caving, Hill Walking & Mountaineering, Gorge Scrambling,
Abseiling, & Rock Climbing.
Registration number L8365/R0337

no longer desires our service, we will endeavour to provide a way to correct, update or remove that user's personal data provided to us. This can be done by emailing info@yorkshiredalesguides.co.uk or you can contact us by post, telephone or fax:

Yorkshire Dales Guides.

Yorkshire Dales Guides – Hornby Laithe, Stainforth. Settle. North Yorks. BD24 9PB
01729 824455

Choice/Opt-in

Where applicable our users are given the opportunity to 'opt-in' to having their information used for purposes not directly related to our site at the point where we ask for the information. Users who no longer wish to receive our newsletters may opt-out of receiving these communications by emailing us at

info@yorkshiredalesguides.co.uk or you can contact us by post, telephone or fax:

Yorkshire Dales Guides.

Yorkshire Dales Guides – Hornby Laithe, Stainforth. Settle. North Yorks. BD24 9LP
01729 824455

If we decide to change our privacy policy, we will post those changes on this page so our users are always aware of what information we collect, how we use it, and under circumstances, if any, we disclose it. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify users by way of an email. Users will have a choice as to whether or not we use their information in this different manner. We will use information in accordance with the privacy policy under which the information was collected.



VAT No: 856 3133 25

Registered to provide activities under the following headings:
Caving, Hill Walking & Mountaineering, Gorge Scrambling,
Abseiling, & Rock Climbing.
Registration number L8365/R0337