



# NATURAL BRITAIN

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## Terms & Conditions and Privacy Policy

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Please read the Terms of Service carefully as they contain important information about your legal rights, remedies and obligations. By accessing or using the Natural Britain mobile Application and application programme interfaces (collectively, the “Products”) and all associated services (collectively, the “Services”), you agree to comply with and be bound by these Terms of Service.

We act as agent for the principal of the arrangements featured on our website and/or which you book through us. Your contract for the arrangements you have booked will be with the principal and their booking conditions will apply to that booking. Your contract for the arrangements will not be with us.



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The following booking conditions together with the general information contained on our website form the basis of your agreement with Natural Britain Limited, Old Wheatsheaf, Filmore Hill Lane, Privett, Alton, GU34 3NX, company number 12678719. Please read them carefully as they set out our respective rights and obligations. By asking us to confirm your booking, we are entitled to assume that you have had the opportunity to read and have read these booking conditions and agree to them.

In these booking conditions:

- “principal” is the other party to your contract, the party who is responsible for your arrangements;
- “agent” means someone who sells or offers for sale the arrangements of the principal;
- “arrangements” mean the accommodation or activities you book through us;
- “you” and “your” means all persons named on the booking (including the party leader and anyone who is added or substituted at a later date) or any of them as the context requires;
- “Natural Britain”, “we”, “us” and “our” means Natural Britain Limited;
- “departure” means the start date of the arrangements which have been contracted.

## 1. Making your booking

a) To make a booking you will need to use our website and follow the prompts. The person making the booking will be deemed to be the “party leader”. The party leader must be at least 18 and must be authorised to make the booking on the basis of these booking conditions (and those of the principal) by all persons named on the booking. In making the booking the party leader confirms that he/she is so authorised. All bookings are subject to these booking conditions, together with those of the principal. The party leader is responsible for making all payments due to us. The payments specified in clause 2 must be made at the time of booking.



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b) Subject to the availability of your chosen arrangements, we will confirm your booking on behalf of the principal concerned by issuing a confirmation invoice. This invoice will be sent to the party leader. Please check this invoice carefully as soon as you receive it. Contact us immediately if any information which appears on the confirmation or any other document appears to be incorrect or incomplete as it may not be possible to make changes later. We regret we cannot accept any liability if we are not notified of any inaccuracies (for which we are responsible) in any document within 14 days of us sending it out. We will do our best to rectify any mistakes notified to us outside these time limits, but you must meet any costs involved in doing so. Please note: for late bookings i.e. bookings made within 14 days of departure we cannot accept any liability if we are not notified of any inaccuracy in any document immediately.

c) If you wish to, you may contact us by email for any of the reasons mentioned in these booking conditions (for example, to request an amendment) providing you do so to.

## **2. Payment**

a) In order to confirm your chosen arrangements, full payment must be paid at the time of booking. In some cases, a deposit may be payable with a final balance due later. Full details will be given at the time of booking.

b) Where a deposit is paid with a balance to follow, the balance of the cost of your arrangements must be received by us by the date stated on your confirmation invoice. Reminders are not sent. If we do not receive all payments due (including any surcharge where applicable) in full and on time, the principal is entitled to assume that you wish to cancel your booking. In this case, all deposits paid or due at that date will be retained. If the booking is not cancelled straight away because you have promised to make payment you may have to pay cancellation charges as set out by the principal.



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### **3. Your contract**

a) A legally binding contract between you and the principal of your confirmed arrangements comes into existence when a confirmation invoice is issued to the party leader.

b) Your contract(s) with the principal will be subject to the law referred to in the principal's booking conditions. Any dispute, claim or other matter which arises between you and any principal must also be dealt with in accordance with those booking conditions.

c) Where we act as agent our relationship is governed by English law and this will apply to any dispute, claim or other matter of any description which arises between us ("claim".) We both also agree that any claim must be dealt with by the Courts of England and Wales only unless, in the case of Court proceedings, you live in Scotland or Northern Ireland. In this case, proceedings must either be brought in the Courts of your home country or those of England and Wales. If proceedings are brought in Scotland or Northern Ireland, you may choose to have your claim governed by the law of Scotland/Northern Ireland as applicable (but if you do not so choose, English law will apply).

### **4. The cost of your arrangements**

a) Please note, changes and errors occasionally occur. You must check the price of your chosen arrangements at the time of booking.

b) The principal reserves the right to increase or decrease and to correct errors in both advertised and confirmed prices at any time before your arrangements are confirmed. We will advise you of any error of which we are then aware and of the then applicable price at the time of booking.

c) The principal of your booking may have the right to increase the cost of your arrangements and pass on other charges to you subject to the principal's booking conditions.



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## **5. Special requests and medical conditions/disabilities/reduced mobility**

a) If you have any special request, you should advise us at the time of booking. Although we will endeavour to pass any reasonable requests on to the relevant principal, they cannot guarantee any request will be met. Failure to meet any special request will not be a breach of contract. Confirmation that a special request has been noted or passed on to the principal, or the inclusion of the special request on your confirmation invoice or any other documentation is not confirmation that the request will be met. Unless and until specifically confirmed, all special requests are subject to availability. For your own protection, you should obtain confirmation in writing that a special request will be complied with (where it is possible to give this) if it is important to you. Any special request which has been accepted will be specifically confirmed as accepted on your confirmation invoice.

b) Some arrangements may not be suitable for people with certain disabilities, medical conditions or significantly reduced mobility. Before you make your booking, we will advise you as to whether the proposed arrangements are generally suitable for someone with reduced mobility. However, reduced mobility of course means different things to different individuals as we fully appreciate that individual capabilities, restrictions and requirements are likely to vary considerably. When we refer to reduced mobility, this means any material reduction in mobility whether this is permanent or temporary and whether caused by age or by physical or mental disability or impairment or other cause of disability.

c) Should you suffer from any medical condition, disability or significant reduction in mobility which may affect your arrangements (including any which affect the booking process) or have any special requirements as a result please tell us before you confirm your booking so that we can assist you in considering the suitability of the arrangements and/or making the booking. In any event, you must give us full details in writing at the time of booking and whenever a material change in your condition, disability or mobility occurs. You must also promptly advise us if any medical condition, disability or reduced mobility which may affect your arrangements develops after your booking has been confirmed.



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## 6. Changes by you

a) Should you wish to make any changes to your confirmed booking, you must notify us in writing as soon as possible. Whilst we will endeavour to assist, no guarantee can be given to meet any such request. Where they can be met, an amendment fee, as notified at the time will be payable together with any costs or charges incurred or imposed by any of the suppliers. A change of dates will normally be treated as a cancellation of the original booking and rebooking in which case cancellation charges will apply. Changes may result in the recalculation of the price of your arrangements where, for example, the basis on which the price of the original arrangements was calculated has changed.

b) You may be able to transfer your booking or your place on the booking to someone else (introduced by you) without payment of cancellation charges providing the request for the transfer is made in writing. Please refer to the principal's booking conditions in this regard.

c) As certain arrangements cannot be changed after a reservation has been made, name changes, other alterations and cancellation affecting these services are likely to incur a 100% cancellation charge and the applicable cost of rebooking the service.

## 7. Cancellation by you

a) You may cancel your confirmed booking at any time before departure. If you want to cancel your booking after it has been confirmed, you must do so by email or by posting or hand delivering written notice of cancellation to us. Your notice of cancellation will only be effective when it is received in writing by us at our offices. If you do cancel, the applicable cancellation charges will be those imposed by the principal of your confirmed arrangements. Please see the principal's own booking conditions or ask at the time of booking for further details. Please note - amendment charges are not refundable in the event of the person(s) to whom they apply cancelling.



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b) Depending on the reason for cancellation, you may be able to reclaim these cancellation charges (less any applicable excess) under the terms of your insurance policy. Claims must be made directly to the insurance company concerned.

c) Where any cancellation reduces the number of full paying party members below the number on which the price and/or any concessions agreed for your booking were based, the principal may recalculate these terms and re-invoice you accordingly.

## **8. Insurance**

Appropriate travel insurance is advisable.

## **9. Changes and cancellations by the principal**

If there is a change to or cancellation of your arrangements, we will pass on the new details to you together with any compensation that the principal of your affected arrangements may offer. As agent only for the principal we cannot accept any liability for any changes or cancellations made to your booking.

## **10. Force Majeure**

Except where otherwise expressly stated in these booking conditions, we regret neither the principal, nor Natural Britain can accept liability or pay any compensation where the performance or prompt performance of any obligations under the contract(s) with you is prevented or affected by or you otherwise suffer any damage, loss or expense of any nature whatsoever as a result of force majeure. In these booking conditions, "force majeure" means any situation within our reasonable contemplation, which is beyond our control, the consequences of which could not have been avoided even if all reasonable measures had been taken. Such situations may include, whether actual or threatened, riot, civil strife, terrorist activity, industrial dispute, natural disaster, exceptional adverse weather conditions, fire, the effect of the United Kingdom's decision to leave the EU.



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Force majeure includes the coronavirus pandemic and its impact such as travel restrictions and the measures and other action being taken by governments, public authorities and businesses to control and manage its effects (such as the implementation of social distancing).

## **11. Our Liability to you**

We act only as an agent for the principal of your confirmed arrangements. Your contract for your confirmed arrangements is directly with the principal concerned. We accept no liability in relation to the arrangements themselves or for the acts or omissions of the principal concerned. The terms and conditions of the principal of your confirmed arrangements will apply to your contract (copy available on request).

However, if we are found to have been at fault on any basis in relation to any service we provide as agent for the principal concerned (as opposed to any service provided by the principal), our maximum liability is limited to twice the cost of the booking in question. We do not exclude or limit any liability for death or personal injury which arises as a result of our negligence or that of our employees whilst acting in the course of their employment.

## **12. Complaints and problems**

a) In the unlikely event that you have any reason to complain or may have a basis for making a claim in respect of any aspect of your arrangements whilst away, you must follow the principal's complaints procedure. This will be in their booking conditions and may have been provided to you before travel. This will normally involve:





- (i) Informing a representative (if there is one) and the principal or supplier of the service(s) in question. Any issue can then be promptly investigated and, where appropriate, steps taken to resolve the situation.
  - (ii) Putting any verbal notification in writing and given to the representative/agent (if there is one) and the principal/supplier as soon as possible.
  - (iii) If there is no local representative/agent or you cannot contact them and/or the situation is not resolved to your satisfaction within a reasonable time, you must contact the principal directly as soon as possible.
  - (iv) Until a problem or complaint is known, the principal/supplier cannot begin to resolve or to assist in resolving it. Most problems can be dealt with quickly.
- b) If you remain dissatisfied, you must write to the principal, normally within 28 days of your return to the UK, giving your booking reference and full details of your complaint.
- c) Please note that if you fail to follow the principal's complaints procedure, they are unlikely to be in a position to properly investigate the matter and may have been deprived of the opportunity to remedy it during your arrangements. Your right to claim any compensation you may otherwise have been entitled to may be affected or even lost as a result.

## **13. Behaviour**

a) When you book through us, you accept responsibility for any damage or loss caused by you during your arrangements. Full payment for any such damage or loss (reasonably estimated if not precisely known) must be made direct at the time to the accommodation owner, manager or principal in question as soon as possible. If the actual cost of the loss or damage exceeds the amount paid where estimated, you must pay the difference once known. If the actual cost is less than the amount paid, the difference will be refunded. You will also be responsible for meeting any claims subsequently made against us (together with our own and the other party's full legal costs) as a result of your actions. You should ensure you have appropriate insurance to protect you if this situation arises.



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b) All clients are expected to have consideration for other people. If in the reasonable opinion of any person in authority (for example the principal/supplier of your confirmed arrangements), you behave in such a way as to cause or be likely to cause danger, upset or distress to any third party or damage to property, the person in authority is entitled, without prior notice, to terminate the arrangements of the person(s) concerned. In this situation, the person(s) concerned will be required to leave the accommodation or other service. In all cases the principal and any suppliers concerned will have no further responsibility toward such person(s). No refunds will be made and we and the principal will not pay any expenses or costs incurred as a result of the termination.

## **14. Accuracy of prices and other published details**

Please note, the published information, photographs and prices may have changed by the time you come to book your arrangements. Whilst every effort is made to ensure the accuracy of such information, photographs and prices at the time of being placed on our website/given to you, regrettably changes and errors do occasionally occur. Unless specifically stated otherwise photographs of accommodation are intended to give a general impression of the accommodation only and will not necessarily be the same as the room(s) you wish to/have booked. You must therefore ensure you check all details of your chosen arrangements (including the price) with us at the time of booking.

## **15. Ratings system**

The ratings used by us or the principal on our/their website or elsewhere to describe accommodation are not necessarily official ratings. Rather they may simply be ratings which we or a particular principal have devised to reflect our/their opinion of the accommodation and other services we/they feature. Please bear in mind that different principals use different ratings systems and opinions can and do vary.



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**We want the Natural Britain App to be a safe and convenient place for customers to explore trips and plan for their ideal adventures. We ask that you agree to and follow the terms laid out within our Privacy Policy and Terms of Use relating to App use.**

## **Terms of Use:**

We ask that you respect Natural Britain, including all Natural Britain experts, App features and other App users and do not abuse this platform. We ask that you agree to and abide by the Terms listed below:

- You will not swear or use abusive language in any of our communication platforms or areas within the Natural Britain App.
- You will not abuse other users or Natural Britain agents within our chatrooms.
- You will not post nudity or rude/unsolicited comments within our chatrooms or private communication routes.
- You must be over 18 years of age to use this App.
- You will follow the law. The Natural Britain App is not a place to support or praise terrorism, organised-crime or hate groups.
- You will not make serious threats of harm or encourage harm onto others.
- You will respect the purpose of this Natural Britain App and use it solely for the purpose of browsing and purchasing of trips advertised by Natural Britain.
- You will not share someone else's confidential information without their permission within our Natural Britain App or carry out any action that violates someone else's rights.
- You will not do anything to interfere with or impair the intended operation of this Natural Britain App – this includes the misuse of any App features, abuse to Natural Britain experts and/or other App users or through the misuse of reporting issues.
- You will not impersonate others or provide us with inaccurate/false information.



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If you see something that you believe to be a violation of these terms, please contact a Natural Britain expert immediately.

If we believe that you are violating any of the terms laid out in these Terms of Use, we reserve the right to remove and block you from access to our Natural Britain App.

We may work with law enforcement, including when we believe that there is a risk of threat or physical harm to public safety.

## **Natural Britain Data Protection Privacy Policy**

What is the purpose of this privacy policy?

This privacy policy is to tell you what personal data we collect from you and why and what we will do with this data. It also tells you about some of the key rights which you have under data protection laws. You and your personal data is protected by the EU General Data Protection Regulation (which is otherwise known as GDPR) and the UK Data Protection Act 2018. In this privacy policy, we refer to this legislation as data protection laws.

We will only process your personal data as set out in our privacy policy or otherwise notified to or agreed by you or as we are otherwise permitted to do in accordance with data protection laws.

We act as an agent for suppliers or operators of tours, you should refer to the data protection privacy policy of that supplier or operator in relation to their own policy.

When we refer to “you” in this privacy policy, we mean the party leader, anyone else we communicate with in respect of an enquiry, quote or booking (for example, the person by or through whom payment is made if not the party leader), all persons who travel or are intended to travel on one of our trips and the parent/guardians of any minors who travel or who are intended to travel.



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What is our role in relation to your personal data?

For the purposes of data protection laws, we, Natural Britain Limited, are usually a data processor in relation to the information we collect on behalf of suppliers or operators of tours. We are a data controller in relation to the contact details you provide us with.

What is my personal data and what do you mean by process?

When we refer to personal data, we mean any information which relates to an identified or identifiable individual.

Where we refer to process or processing, we mean anything which we may do with your personal data including collecting, storing, using, disclosing to third parties and erasing it.

What personal data will we collect from you and why?

In order to respond to an enquiry, provide a quote, administer and fulfil your booking or send you any promotional material, we need to process personal data we obtain from you.

Where you wish to make a booking, the personal data we need to collect and process at various stages is likely to include;

- name of the party leader
- contact details for the party leader including their home and work e-mail and postal addresses and telephone number(s)
- if different to the party leader, the point of contact for financial arrangements / payments including their e-mail and postal addresses and telephone number(s)
- names and dates of birth of all persons travelling
- special dietary information
- information in respect of any medical condition, disability or reduced mobility which may affect anyone travelling – this comes within special categories of personal data (see below)
- emergency contact details/next of kin



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For an enquiry, the personal data we will need to process is likely to include the name and contact details of the person making the enquiry.

For a booking or booking enquiry, we will process your personal data (other than any data which comes within special categories of personal data - see below) on the basis that this is necessary for the performance of your contract with us or to enable us to take steps at your request prior to your entering into a contract with us or our suppliers. We may also need to do so to comply with a legal obligation to which we are subject or in order to protect your vital interests (for example, in an emergency situation).

If you wish to receive any promotional material from us, we will need your name and the contact details applicable to the form of communication you have consented to. For example, if you wish to receive information by e-mail, we will need your e-mail address.

We do not use any personal information for marketing purposes other than the names and applicable contact details of the person who has consented to receive such material.

Personal data which concerns your health, or which reveals your racial or ethnic origin, or your sexual orientation are special categories of personal data. Other information also comes within special categories, but this is unlikely to be relevant to the booking and provision of travel arrangements.

Generally speaking, the processing of special categories of personal data requires the explicit consent of the person concerned.

Accordingly, information concerning any disability, medical condition, restricted mobility or other health related issue (and related requirements) as well as dietary restrictions which disclose your religious beliefs, or any health issue are special categories of personal data.



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We will ask for your consent to our processing this information at the time you make your booking or your booking enquiry or whenever you otherwise provide or indicate that you intend to provide such information. This consent should be provided to us by the party leader on behalf of the person concerned who must authorise the party leader to do so.

In the case of special categories of personal data which relates to children and young people under the age of 18 when the consent is required, consent will need to be provided by the party leader on behalf of the individual's parent or legal guardian who must authorise the party leader to do so.

Who may we provide your personal data to?

Where you make a booking, appropriate personal data will be passed on to the relevant suppliers of your chosen arrangements together with any other third party who needs this information so that we can arrange for your booked activities to be provided. Suppliers and other third parties are likely to include the following depending on the arrangements booked:-

- operators of tours or activities
- transport operators
- accommodation providers such as hotels
- credit card companies / banks in respect of payments

The information may also be provided to government / public authorities as required by law.

We may also make personal data available to other companies who provide services on our behalf, such as mailing marketing material.

We only provide third parties with the personal data they require in order to deliver their services. Other than in relation to government / public authorities (over whom we have no control), we will take appropriate steps which are intended to ensure that anyone to whom we pass your personal data for any reason agrees to keep it secure, only uses it for the purposes of providing their services and does not collect any personal data from you in the course performing their services.



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## Where will we process your personal data?

Your personal data may be processed within the UK and/or any other country(ies) of the European Economic Area (EEA). EEA countries are all member states of the European Union together with Norway, Iceland and Liechtenstein.

It is unlikely but we may also process personal data outside the EEA. Data protection laws may not be as strong outside the EEA as they are in the EEA. Personal data will not be transferred to a country outside the EEA unless (1) the country to which it is transferred is one which the European Commission considers to provide an adequate level of data protection or (2) the personal data is transferred to a company which is required by our contract with them only to deal with the data in accordance with our instructions and to maintain appropriate security to protect the personal data which we are satisfied they have or (3) we are obliged to provide the personal data to a government / public authority in order to provide your booking.

## How do we protect your personal data?

We take appropriate technical and organisational measures to protect against unauthorised or unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data, which is appropriate to the harm that might result from the unauthorised or unlawful processing or accidental loss, destruction or damage and the nature of the data to be protected, having regard to the state of technological development and the cost of implementing any measures.





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Can we use your personal data to send you information about other travel services in the future?

We will only retain and use your personal data for marketing purposes where you have specifically consented to our doing so or, in relation to e-mail marketing, where we comply with the Privacy and Electronic Communications Regulations 2003 (PECR). PECR permits us to send you e-mail marketing where you have previously provided us with your e-mail address in the course of entering into a contract with us for tour arrangements or negotiations for such arrangements and we wish to e-mail you marketing material about our similar services or products. You will of course be given the opportunity to opt out of receiving such e-mail marketing communications when you first provide us with your e-mail address and whenever we send you any e-mail marketing.

You may provide your consent to receiving marketing material from us either on-line or by telephone. You may also choose in what ways you are happy to receive communications from us. You may, for example, be happy to receive information and offers by post and e-mail but not by telephone.

Can you withdraw your consent to our processing your personal data?

Yes, you can withdraw your consent to receiving marketing material or other communications from us at any time, either generally or in any particular way, by e-mailing us at [hello@natural-britain.com](mailto:hello@natural-britain.com). Alternatively, you can telephone us.

How can you find out what information we are holding about you?

You are entitled to ask us (by letter or e-mail) what personal data of yours is being held or processed, for what purpose and to whom it may be or has been disclosed. No fee will be charged for responding to this request unless it is obviously unfounded or excessive or we have previously provided the same information. We promise to respond to your request without delay and in any event within 1 month unless the request is complex, or you have made numerous requests in which case we may be able to extend our response time by a further 2 months.



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What should you do if the personal data we are holding is inaccurate, out of date or incomplete?

If you believe this is the case, please tell us by e-mail as soon as possible. We will rectify the problem within 1 month or within 3 months if the rectification request is complex.

How long can we retain and process your personal data?

We will not process your personal data in a form which enables you to be personally identified for any longer than is necessary in order to fulfil the purpose for which it was originally collected or for any other legitimate business purpose.

Where your personal data has been provided for the purpose of the booked arrangements or other services you have contracted, we are entitled to retain this data for a reasonable period after those arrangements have been completed. In certain limited circumstances, we may be able to retain it for a longer period.

If you have consented to receiving marketing communications from us, we may continue to use your personal data for this purpose until you withdraw your consent or otherwise for as long as we reasonably consider your consent remains valid and effective.

Can you ask us to delete your personal data?

Yes, you can ask us to erase your personal data in certain circumstances, for example where you have withdrawn your consent to further marketing material where the data in question has only been processed for this purpose. However, this is not always the case. Please see the previous paragraph for further information on the period of time we may retain personal data.

Can this privacy policy be changed?

Yes, from time to time we may need to make changes to this privacy policy. These may be required as a result of changes in data protection laws or in the guidance issued by regulators such as the Information Commissioner's Office (which is usually referred to as the ICO) or where we make changes to our procedures. The latest version of this privacy policy can be found on our website



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Does our website use cookies?

Yes, as is the common practice, our website uses cookies. A 'cookie' is a small data file which our website server stores on your computer in order to collect information about your visit and to remember you when you visit again at a later date. The main purpose of a cookie is to identify users and to personalise their visit by customising web pages for their use. We may also use third parties who will collect data which is not personally identifiable to analyse site visits and carry out other similar activities. In the course of doing so, they may place their own cookies on your computer so that they can collect information about your visit. You may if you wish to disable or delete such cookies through your internet browser. However, doing so may mean you will be unable to access our website or parts of it, your experience of our website may be adversely affected and/or you may not receive information which is relevant to your personal interests.

What should I do if I have a complaint about the processing of my personal data?

If you have any complaint about the way in which your personal data has been dealt with, please let us know by e-mail to [hello@natural-britain.com](mailto:hello@natural-britain.com). We will investigate and respond to you as soon as we reasonably can. If you remain dissatisfied, you may complain to the Information Commissioner's Office. For further details, see [www.ico.org.uk](http://www.ico.org.uk)

What are our contact details?

You can contact us here: Natural Britain Limited [hello@natural-britain.com](mailto:hello@natural-britain.com)

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The Natural Britain App utilises the Aladdin Software & Services from Appstricity. The following Terms and Conditions and Privacy Policy cover this situation.

## **Appstricity Privacy Policy**

### **Overview**

Appstricity strives to help our clients provide you with your ideal trip. In doing so, we may, on occasion, collect and store your personal data strictly to provide you with the best trips and improve the delivery of our Services to you. This Privacy Policy explains how information about you is collected, used and disclosed by Appstricity. (“Appstricity”, “we”, “us” or “our”) when you access our website, our client’s website, mobile application and other online products and services (collectively, our “Services”) or when you otherwise interact with us.

This Privacy Policy may be subject to change from time to time. We encourage you to review this Privacy Policy every time you access our service or interact with us to stay informed about our information practices and how you can help protect your privacy.

The confidentiality and security of your personal data are important to us. Appstricity uses appropriate technical and organisational security measures to ensure a level of protection for your personal data. We use the Personal Information that we collect to provide and improve the service. We will not disclose or share your private information with anyone except those currently described in this Privacy Policy.

The App is not intended for children (i.e. individuals aged 18 or under) and we do not knowingly collect data relating to children.

By using our Services, you consent to collecting, using, and transferring your personal data for processing as described in this Privacy Policy.



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## Collection of Information

### Information You Provide to Us:

We collect and store the information you provide directly to us. The types of information we may collect, and store is as follows:

- **Account Information**, such as your name, password, home address, zip code, and any other information you provide.
- **Contact information**, such as email address and phone number.
- **Travel information**, such as future travel plans, previously or currently booked trips (carried out on the App or via correspondence) and any travel preferences you enter into the App.
- **Other information you choose to provide**, such as when you participate in a survey, promotions or accessing interactive areas of this service (such as our Public Group Chat feature), when requesting technical or customer support and communicate with us.

We do not store or hold any transaction information such as card names or account information.

We use this data to provide our service and improve the accuracy of the information we supply to you. We also use this information to aid internal purposes relating to research, analytics, customer communication and administrative purposes.

None of the data collected by the App will be used in advertising or other related services other than in the situations disclosed in this document.

When using the Natural Britain App created by Appstricity, we may also access additional App data or your device, such as the device name, device manufacturer, model, operating system and geolocation. This is primarily for protecting your security when using the app.

We may also collect data for legal compliance, law enforcement and public safety purposes.

### Information We Collect When You Use the Services:



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When you access or use our Services, we automatically collect information about you, including:

- **Log information:** We want to inform you that whenever you use our Services, in case of an error in the App, we collect data and information on your phone called Log Data. This Log Data may include information such as your device Internet Protocol (“IP”) address, device name, operating system version, the configuration of the app when utilising our service, the time and date of your use of the service, and other statistics.

## **Use of Information**

We may use information about you for various purposes such as:

- Provide, maintain and improve our Services.
- Provide and deliver the products and services you request, process transactions and send you relevant information.
- Manage your account and send you related information, including confirmations, trip updates, technical notices, security alerts, associated media and support and administrative messages.
- Respond to your comments, questions and requests and provide customer service.
- Communicate with you about products, services, offers, and provide news and information that we think may be of interest to you.
- Monitor and analyse trends, usage and activities in connection with our service.
- Detect, investigate and prevent fraudulent transactions or misuse of our Services.
- Personalise and improve our Services and provide content and features that match user profiles or interests.
- Link with information we get from others to help understand your needs and provide you with a better experience.

Appstricity is based in the UK and governed by UK law. By accessing or using our Services or otherwise providing information to us, you consent to the processing and transferring of information in and to the UK and other countries as required to develop and support the Natural Britain App.



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## Sharing of Information

We may share information about you as described below or as otherwise described in this Privacy Policy:

- With vendors, consultants and other service providers who need access to your information to carry out work or services on our behalf.
- When creating a profile or using one of the interactive features of the App.
- Elements of the information that you provide may be visible within the group chat feature within the Contact Centre, such as your username.
- In response to a request for information, if we believe disclosure is required by any applicable law, rules, regulations or legal process.
- If we believe your actions are inconsistent with our user agreements or policies, or to protect the rights, property or safety of Appstricity or others.
- In connection with, or during negotiations of, any merger, sale of company assets, financing of all or a portion of our business by another company.
- Between Appstricity and any current or future partner, subsidiary or an affiliated company.
- With your consent or instruction to share with a third party.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.



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We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific App feature or content or trip preference. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

## **International transfers**

We share your personal data within the Natural Britain Team and Appstricity. On occasion, this may involve transferring your data outside the European Economic Area (EEA).

Some of our external third parties could be located outside the European Economic Area (EEA), so their processing of your personal data will involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is in place, providing at least one of the following safeguards have been implemented:

- We will only transfer your personal data to countries that provide an adequate level of protection for personal data by the European Commission. For further details, see [European Commission: Adequacy of the protection of personal data in non-EU countries](#).
- Where we use certain service providers, we may use specific contracts approved by the European Commission, which give personal data the same protection it has in Europe. For further details, see [European Commission: Model contracts for the transfer of personal data to third countries](#).





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- If we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield, which requires them to provide similar protection to personal data shared between Europe and the US. For further details, see [European Commission: EU-US Privacy Shield](#).

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

## **Data security**

We have implemented appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. Also, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on Appstricity or Natural Britain instructions, and they are subject to a duty of confidentiality.

We have introduced procedures to deal with any suspected personal data breach. We will notify you and any applicable regulator of a breach where we are legally required to do so.

## **Data Retention**

We will retain your personal data for as long as you maintain an account or as otherwise to provide you with Services. We will also keep your personal data to comply with our legal obligations, resolve disputes and enforce our agreements. Where we no longer need to process your personal data for the purposes set out in the Terms of Service, we will delete your personal data from our systems within a reasonable period of time.

You can ask us to delete your data in some circumstances: see our Request Erasure section below for further information.

In some circumstances, we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.



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## **Change of purpose**

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us at Appstricity.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

## **Your Choices**

### **Account information:**

You may update, correct or delete information about yourself at any time by logging into your app and editing information within your Personal Settings. If you wish to delete or deactivate your account, please email us at [contact@appstricity.com](mailto:contact@appstricity.com). Please note, we may retain certain information as required by law or for legitimate business purposes. We may also store cached or archived copies of information about you for a certain length of time.

### **Marketing emails**

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you (it may take up to 3 days to stop receiving marketing messages), or by contacting us at any time on [contact@appstricity.com](mailto:contact@appstricity.com).



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## **Children's Privacy**

These Services do not address anyone under the age of 18. We do not knowingly collect personally identifiable information from children under 18. In the case we discover that a child under 18 has provided us with personal information, we immediately delete this from our servers. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us so that we will be able to take the necessary actions.

## **No fee usually required**

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

## **What we may need from you**

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

## **Time limit to respond**

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## **Your Legal Rights**

You have the right to:



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**Request access** to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold and to check that we are lawfully processing it.

**Request correction** of the personal data that we hold about you. Any incomplete or inaccurate data we hold about you can be corrected on request. However, we may need to verify the accuracy of the new data you provide to us.

**Request erasure** of your personal data. At any time, you can ask us to delete or remove personal data where there is no good reason for us to continue to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. However, we may not be able to comply with your deletion request for specific legal reasons, which we will notify you of at the time of your request.

**Object to processing** your personal data where we rely on a legitimate interest (or those of a third party). There is something about your particular situation that makes you want to object to processing on this ground as you feel it impacts your fundamental rights freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

**Request restriction of processing** of your personal data. You can ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data’s accuracy; (b) where our use of the data is unlawful, but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data, but we need to verify whether we have overriding legitimate grounds to use it.



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**Request the transfer** of your personal data to you or a third party. We will provide you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

**Withdraw consent at any time** where we are relying on your consent to personal process data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

## Contact Us

If you have any questions regarding this Privacy Policy, please contact us via [contact@appstricity.com](mailto:contact@appstricity.com)