

1. INTRODUCTION

1.1 This Privacy Policy sets out how British Waterways, whose Head Office address is at 64 Clarendon Road, Watford WD17 1DA, United Kingdom (“we”, “us” or “our”) handles the data which is provided to it via its website by individuals (“user”, “you”, “your”).

1.2 If you have any concerns regarding our Privacy Policy then you can contact us either by writing to us at 64 Clarendon Road, Watford, WD17 1DA, United Kingdom, emailing us at enquiries.hq@britishwaterways.co.uk or telephoning us on +44 (0)845 671 5530.

You can also use these contact details if you wish to request from British Waterways a copy of the personal data that we hold about you. Please note that we are entitled to charge you a small sum of money for supplying such information. British Waterways complies with the requirements set out in the data protection act 1998. You can obtain further information about the Data Protection Act 1998 by visiting the Information Commissioner's website.

2. INFORMATION COLLECTION AND USE VIA THE WEBSITE

2.1 In order to obtain a licence on the website, you must enter your details such as your name, address, a valid email address and certain other personal and contact details. For the purpose of the Addendum to the General Terms and Conditions for Boat Licences – Olympic2012 Games, you must also enter the names(s) and address(es) and contact details for the owner of the boat, if different, and the name(s), address and contact details for the person(s) who will be in charge of the boat whilst in the Controlled Zone (which means the sections of waterways which will be designated by us and specified in the general guidance on cruising and mooring in London before, during and after the Olympic2012 Games). You must also keep the information we hold about you, the owner of the boat, if different, and the person(s) who will be in charge of the boat within the Controlled Zone up to date. We may use the information to contact you either to fulfil a specific request or to verify any information supplied by you.

2.2 You may de-register at any time once your agreement with us has come to an end by using the “De-register” function on the website or by post.

2.3 We track users' numeric Internet Protocol (“IP”) addresses to analyse trends, administer the website, track user traffic through the website and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

2.4 We may use small files known as “cookies” as follows: cookies are small text files that we deposit on your computer if you use our personalisation facility to help us recognise you and your preferences every time you visit our website. Through being able to recognise you we are able to provide you with information that's tailored to your needs. Most web browsers accept cookies by default but you can change your browser settings to choose not to receive them. You may also delete existing cookies such as the one used by the British Waterways' website. If you set your browser to reject cookies, you may still use the British Waterways' website, however certain features may not function correctly.

3. USE OF INFORMATION

British Waterways may use the information provided by you for the following purposes:

- 3.1 licensing, enforcement and any associated purposes;
- 3.2 providing you with details of any changes to the process;
- 3.3 requesting feedback from you in relation to the process;
- 3.4 inviting you to participate in public consultations relating to the process;
- 3.5 providing you with general information relating to cruising and mooring before, during and after the Olympic2012 Games;
- 3.6 providing you with information about licensing; and
- 3.7 for marketing research purposes.

4. SHARING OF INFORMATION

4.1 British Waterways will not sell or rent any personal information or data supplied by you (or collected about you) to a third party other than as described in this Privacy Policy.

4.2 British Waterways may provide to third parties aggregated demographic information such as website visitor totals and the average length of website visits. This information is not linked to any personally identifiable information.

4.3 We may share any personal information or data supplied by you (or collected about you) with our subsidiaries and the other companies in the British Waterways' group but only for the purposes described in this Privacy Policy.

4.4. We can, if required, provide any personal information or data supplied by you (or collected about you) to other navigation, port, harbour, security and similar agencies/authorities for safety, security or operational reasons.

4.5 If all of the assets which British Waterways' uses to operate its business (or substantially all of them) are acquired by a third party, you agree that we may transfer any personal information or data that we hold to that party.

5. THIRD PARTY SERVICES

5.1 British Waterways may use, and provide to third parties, anonymised demographic data provided by users to target any advertising more appropriately.

5.2 If you sign up for any third party services then we will share any information that is necessary for the third party to provide you with these services. These third parties are not allowed to use personally identifiable information except for the purpose of providing these services.

5.3 The britishwaterways.co.uk website may contain links to other third party websites. British Waterways is not responsible for the privacy practices or the content of those websites. British Waterways encourages its users to read the privacy policy of every website that collects personally identifiable information.

6. SURVEYS AND COMPETITIONS

From time to time British Waterways may request information from users through surveys or competitions. Participation in these services or competitions is completely voluntary and the user has the choice whether or not to disclose this information. Information requested may include contact details (such as name and address) and demographic information (such as age). The contact details will be used to notify winners in order to award prizes. Information collected in this manner may be used for the purposes of monitoring or improving the use of the British Waterways' services and the satisfaction levels of its users.

7. SECURITY

7.1 British Waterways takes every precaution to protect its users' personal information. When users submit personal information to British Waterways, this information is protected both on-line and off-line. However, it remains each user's responsibility to protect any passwords or unauthorised access when using any website.

7.2 If you have any questions about the security of your data, you can contact us either by writing to us at 64 Clarendon Road, Watford WD17 1DA, United Kingdom, emailing us at enquiries.hq@britishwaterways.co.uk or telephoning us on +44 (0)845 671 5530.

8. AMENDING/UPDATING PERSONAL INFORMATION

All information provided by you to us will be accurate and correct and you will keep this information up to date at all times. If your personal information is incorrect or requires updating, we will amend or delete that information as necessary, upon request. You can amend your personal information on the website on the "My Profile" page or you can contact us either by writing to us at 64 Clarendon Road, Watford WD17 1DA, United Kingdom, emailing us at enquiries.hq@britishwaterways.co.uk or telephoning us on +44 (0)845 671 5530.

9. DISCLOSURE FOR LEGAL REASONS

British Waterways reserves the right to disclose any personal information supplied by you (or collected about you) to a third party where there is a legal duty or requirement to do so.

10. PLACE OF PROCESSING

All personal information or data which is held by British Waterways is held on and processed by computers situated in the European Economic Area.

11. CHANGE OF PROCESS

British Waterways reserves the right to change the processes of the licensing system.

12. MISCELLANEOUS

The website system is part of britishwaterways.co.uk which is a British Waterways' owned and operated system.