



PRIVACY NOTICE

The Swanage Railway Trust is committed to safeguarding the privacy of our members, visitors, website visitors, staff and volunteers and this Policy sets out how we will use and treat your personal information.

1. What information do we collect?

We may collect, store and use the following kinds of personal information:

- (a) information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation);
- (b) information relating to any transactions carried out between you and us on or in relation to this website, including information relating to any purchases you make of our goods or services (including Name, address, postcode, and purchase history);
- (c) information that you provide to us for the purpose of registering with us (including name and email address);
- (d) information that you provide to us for the purpose of subscribing to our website services, email notifications and/or newsletters (including name and email address);
- (e) any other information that you choose to send to us;

2. Cookies

A cookie consists of a piece of text sent by a web server to a web browser, and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may use both “session” cookies and “persistent” cookies on the website. We will use the session cookies to: keep track of you whilst you navigate the website. We will use the persistent cookies to: enable our website to recognise you when you visit.

Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>

3. Using your personal information

Personal information submitted to us via this website will be used for the purposes specified in this privacy policy or in relevant parts of the website.

We may use your personal information to:

- (a) administer the website;
- (b) improve your browsing experience by personalising the website;
- (c) enable your use of the services available on the website;
- (d) send to you goods purchased via the website, and supply to you services purchased via the website;
- (e) send you email notifications which you have specifically requested;
- (f) send to you our newsletter marketing communications relating to our business which we think may be of interest to you by post or, where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications);
- (g) deal with enquiries and complaints made by or about you relating to the website;

Where you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the licence you grant to us.

We will not, without your express consent, provide your personal information to any third parties for the purpose of direct marketing.

All our website financial transactions and credit\debit card purchases you may make from us are handled through our payment services provider, WorldPay.

You can review the WorldPay privacy policy at <https://www.worldpay.com/uk/privacy-policy>. We will share information with WorldPay only to the extent necessary for the purposes of processing payments you make via our website and dealing with complaints and queries relating to such payments.

4. Disclosures

We may disclose information about you to [any of our employees, officers, agents, suppliers or subcontractors] insofar as reasonably necessary for the purposes as set out in this privacy policy.

In addition, we may disclose your personal information:

- (a) to the extent that we are required to do so by law;
- (b) in connection with any legal proceedings or prospective legal proceedings;
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);

Except as provided in this privacy policy, we will not provide your information to third parties.

5. Security of your personal information

We do not store credit card details nor do we share customer details with any 3rd parties. We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure (password- and firewall-protected) servers. All electronic transactions you make to or receive from us will be encrypted using SSL technology.

Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

You are responsible for keeping your password and user details confidential. We will not ask you for your password (except when you log in to the website).

6. Policy amendments

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

7. Your rights

You may instruct us to provide you with any personal information we hold about you. This is known as a Subject Access Request. Provision of such information will be subject to:

- the supply of appropriate evidence of your identity (for this purpose, we will usually accept a photocopy of your passport or photo Driving Licence plus an original copy of a utility bill showing your current address).

We may withhold such personal information to the extent permitted by law.

You may instruct us not to process your personal information for marketing purposes. In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal information for marketing purposes.

You may request us to erase your personal data. We will comply with your request to the extent required for compliance with legal and other processes.

You may request that we correct any incorrect data that we hold about you.

8. Third party websites

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

9. Contact

If you have any questions about this privacy policy or our treatment of your personal information, please write to us by email to by post

10. Data controller

The data controller responsible in respect of the information collected on this website is the Swanage Railway.

The Swanage Railway Trust and Swanage Railway Company are registered with the Information Commissioner.

For any queries relating to data protection or the use of CCTV on the Swanage Railway Company please contact:

Data Controller
Swanage Railway Company
Station House
Swanage
Dorset BH19 1HB

Email: datacontroller@swanagerailway.co.uk
cctv@swanagerailway.co.uk

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