



Greater Yarmouth Tourism & Business Improvement Area t/a Visit Great Yarmouth

Privacy Policy

We, Visit Great Yarmouth take our privacy obligations seriously and we've created this privacy policy to explain how we treat your personal information collected on this website. Personal information is information we hold which is identifiable as being about you. Our collection, use and disclosure of your personal information is regulated by the European Union's General Data Protection Regulation ('GDPR') and the Data Protection Act 2018.

Visit Great Yarmouth is committed to protecting the privacy of its website users. Accordingly, we strictly adhere to all accepted guidelines and will continue to review and improve our privacy policy and procedures to ensure the safety and protection of your information.

Visit Great Yarmouth adheres to all UK Data Protection legislation made in Parliament that governs the confidentiality of each website user and guarantees the privacy of all databases and client/inquirer lists. The databases remain the property of Visit Great Yarmouth and will not be given or shared with any other organisation, company or individual. Security systems have been put in place to expel any likelihood of unauthorised access to our database and confidential list information.

Our contact details

Name: Visit Great Yarmouth

Registered Address: Maritime House, 25 Marine Parade, Great Yarmouth NR30 2EN

Phone Number : 07786911936

E-mail : info@gyta.com

Website : www.gyta.com

Contacting You

By registering your contact details with Visit Great Yarmouth you agree that we can contact you via any method using the details submitted to us, you grant us the right to contact you until you notify us not to. You may do so at any time by emailing us at info@gyta.com

Email Marketing

By registering your contact details with us you agree that we can send you marketing emails at any time and these will continue until you notify us to remove you from our mailing list.

Personal Information

We currently collect and process the following information:

28.01.2023

Profile Information

We collect information from you when you register to use this site. This includes your email address and additional demographic information as provided by you on the registration form.

Please note that you are able to browse any publicly accessible sections of this website completely anonymously without signing up.

Engagement Information

The content you create as part of your interactions with this website. These can include responses to surveys, comments on discussion forums, or any of the other engagement opportunities available.

Usage Information

We collect information about your usage of the site, such as pages visited, documents downloaded, etc.

Other sources of data collection

- Cookies
- Strictly Necessary Cookies
- Consumer Registration – We use a cookie on the redirect page to complete the verification process
- Performance Cookies
- Visit Great Yarmouth uses Google Analytics, a web analytics service provided by Google, Inc. Google Analytics sets a cookie in order to evaluate your use of our website and compile reports for us on activity on it.
- Google stores the information collected by the cookie on servers in the United States. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.
- By using the website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.
- You can reject this cookie and information on how to do this can be found at: <http://www.google.com/intl/en/privacypolicy.html>
- By using our website you agree that we can place these types of cookies on your device.

1. How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

In some cases, you may voluntarily provide personal information. For instance, you may provide your address or email address in order to receive further information or create an account. We may collect this information and use this information to respond to your request for the information requested.

2. How we use your personal data

In this section we have set out the general categories of personal data that we may process

2.1 Online Purchases/Bookings

When you buy attraction/event tickets our order form asks you to give us information specific to that order, including your billing address, shipping address, credit card information and email address. The information that you provide is processed for the purpose of supplying the purchased goods and services and keeping proper records of those transactions. We also use the information to contact you if there is a problem with your order. The legal basis for this processing is the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract and our legitimate interests, namely our interest in the proper administration of our website and business.

All of our transactions automatically take place on a secure server. All of your personal information is encrypted before it is transmitted over the Internet.

2.2 Visitor Profiling & Statistics

When you buy from us online, our system automatically gathers purchase data, and we also record information about purchases made through our telemarketing, mail order and other marketing operations.

We use this information in two ways: We review what kinds of products and services appeal most to our visitors as a group. This statistical information helps us improve our offerings in the same way that other companies change their catalogue based on what sells best. We use information such as the number of purchases visitors make and the categories of goods and services, they buy to make offers to them we believe will be of interest. We do not give out any information about you, as an individual, to anyone, except to complete your transactions, or to comply with valid legal process such as a search warrant, subpoena or court order.

The legal basis for this processing is legitimate interest.

2.3 Marketing

We may process information that you provide to us for the purpose of visitor registration, brochure requests, e-newsletters subscriptions and competition entry. This data may be processed for the purposes of sending you the relevant notifications and media.

E-newsletters - by completing our e-newsletter signup page you are agreeing to receive email marketing communications. These can be unsubscribed from at any time, simply by clicking the unsubscribe link at the bottom of the email.

Visitor Registration - by completing our Visitor Registration page you are agreeing to register your details to save itineraries and access them again later.

Competitions - please check the individual terms and conditions associated with each competition. By entering our competitions and completing our entry forms you are agreeing for your data to be used to administer the competition

2.4 User Generated Content

2.4.1 Social Media

If you use any of our social network pages or applications or you use one of our products or services that allow interaction with social networks, we may receive information relating to your social network accounts. For instance:

If you click on a 'like', '+1' or 'tweet' or similar button in one of our websites or services, we may record the fact that you have done so. In addition, the content that you are viewing may be posted to your social network profile or feed. We may receive information about further interactions with this posted content (for example, if your contacts click on a link in the posted content), which we may associate with the details that we store about you. If you 'like', '+1' or similar one of our pages on a social network site, we may receive information about your social network profile, depending on your social network account privacy settings.

For more information and for details about how you can control access to your social network profile, you should view the privacy policy and other guidance available on your social network's website.

2.4.2 Reviews, comments, and content

Where you have uploaded comments or content to our websites or services and made them publicly visible, we may link to, publish or publicise these materials elsewhere including in our own advertisements.

2.4.3 Forums

Each time you create or reply to a post or thread on a website forum from us, in addition to providing this forum service, we may also record the forum name and the time and date of your post or thread with your account details. We do this to better understand the 'typical users' of our forums and to select or tailor our marketing communications to reflect your forum activity. We do not use the actual content of your forum posts or threads for purposes of sending marketing communications.

The legal basis for processing in 2.4.1, 2.4.2 and 2.4.3 is legitimate interest.

2.5 Legal Obligation

In addition to the specific purposes for which we may process your personal data set out in this section, we may also process any of your personal data where such processing is necessary for compliance with regulatory and legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

We collect this information in order to:

- Process orders that you may have submitted.
- To carry out our obligations arising from any contracts entered into by you and us.
- Dealing with entries into a prize draw.
- Seek your views or comments on the services we provide.
- Notify you of changes to our services.
- Send you communications which you have requested and that may be of interest to you. These may include information about campaigns, promotions of our associated companies goods and services

- Analyse and interpret it to help meet our objectives and obligations
- Communicate information to you about engagement opportunities, events and other initiatives; and respond to enquiries and otherwise engage with stakeholders.

2.6 Third party service providers working on our behalf

We may pass your information to our third-party service providers, agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to process payments and send you mailings). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties beyond Visit Great Yarmouth for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime. In some cases, you may voluntarily provide personal information. For instance, you may provide your address or email address in order to receive further information or create an account. We may collect this information and use this information to respond to your request for the information requested.

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

We will not share your data outside of the EU.

2.7 How we store your personal information

Retaining and deleting personal data

This Section sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.

Personal data that we process shall not be kept for longer than is necessary for that purpose or those purposes.

Your personal data will be retained for 5 years following the date you cease to be a client, or longer as required to meet our regulatory obligations.

Notwithstanding the other provisions of this Section 6, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests.

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use

or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements

2.8 Your Consent

Your data protection rights

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information.
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.
- A right to claim compensation for damages caused by a breach of GDPR

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [info@gyta.com] if you wish to make a request.

2.9 How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at [info@gyta.com].

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>