

ROXTONS

FISHING

PRIVACY POLICY

Roxtons Fishing is committed to keeping your personal data secure. This privacy policy explains how we use any personal information we collect about you when you contact us or use our services.

Roxtons Fishing ("We", "Us) is a trading name of Roxtons Fishing Ltd. If you have any questions or comments regarding this policy, please contact us.

This policy covers:

- How we collect information about you
- What types of personal information we hold
- What we use your personal data for
- Our website and the information we collect
- Keeping your data safe
- When we share your personal information with other organisations
- When your personal information is transferred outside the UK or the EE
- Contacting you and your marketing preference
- Data Retention
- Updates to our privacy notice

How we collect information about you

We collect information about you when you make an enquiry or booking (via email, over the phone or on our website), or when you sign up to our newsletters or magazines.

What types of personal information we hold

We will process personal data in connection with enquiries and bookings of our products and services, which may include:

- Personal and contact details which will usually include title, full name, email and postal address
- A record of contact with us such as via the telephone, through one of our website contact forms, or by email
- Your expressed travel interests, including destination and holiday types
- Products and services, you have booked with us, as well as those you have been interested in
- Your date of birth, gender, nationality and passport details
- Family member details, your marital status and family connections
- Information about your travel insurance and health
- Emergency contact details for use if needed when travelling



What we use your personal data for

We may use your personal information to:

- Process your holiday booking and make your travel arrangements
- Provide you with information, such as a holiday quotation.
- Notify you of any changes to your booking
- Share information, as needed, with business partners and service providers (for example, hotels, airlines, ground agents)
- Update your records and the information we hold about you
- Monitor and keep records of our communications with you and our staff
- Manage and audit our business
- Comply with legal and regulatory obligations and requirements
- Contact you about our products and services offered within our group of companies

Our website and the information we collect

We collect visitor data and analyse traffic on our site for our own usage. This information helps us understand customer interests and helps us improve our website.

When you visit our site, the pages that you look at, and a short text file called a cookie, are downloaded to your computer. A cookie is used to store small amounts of information. This information is collected for traffic analysis only. The cookie does not contain personal details. Depending on the browser that you use, you can set your preferences to block/ refuse cookies, and/ or notify you before they are placed. For more information about cookies and how to turn them off, please see <https://www.aboutcookies.org/>

We may also use software tools such as Google Analytics to measure and collect session information, length of visits, and page interaction information (such as clicks). This data collected may also include the domain and IP address that your computer uses to connect to the internet; your device, browser, operating system, referral information and other standard information collected by default by Google Analytics.

Some of this information, and how you interact with our marketing emails, may be linked to your personal record in our internal systems. The data collected may include which pages you visited on our website and from email interactions whether you opened the email and what you clicked on. This data helps us to understand the effectiveness of our communications and whether they are interesting, it also helps us understand your preferences and interests.

We also use the Facebook custom audience pixel on our website, this is a small cookie. It enables us to build audiences for advertising campaigns on Facebook and to ensure that any advertising is seen by our visitors that are most likely to be interested by analysing who has visited our website. No personal information is contained in or collected as a result of using this. For further information about the Facebook Custom audiences and to change our setting please visit:

https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen



Keeping your data safe

We take the security of your personal information very seriously. We endeavour to take appropriate technical and organisational measures to prevent unauthorised use of personal data and accidental loss of personal data.

Personal information is stored in our internal database system, which is accessed by our sales, accounting, marketing and information systems staff. It is used solely to conduct business, and it is always handled discretely and in a way which safeguards your privacy.

We perform regular backups of our database systems and web servers, and we store backups in a secure location. While we cannot guarantee 100% security from unauthorised access, we take every reasonable effort to ensure that the data on our servers and on our backups remain secure.

When we share your personal information with other organisations

We may share information with relevant third parties for the purpose of providing you with the information you have requested from us (such as a holiday quotation) and when you book a holiday with us. This will require us to pass relevant information on to suppliers of your travel arrangements such as airlines, hotels and transport companies.

As part of its business, we work with property owners, guides and partners in similar industries and other third parties. Any data collected on a third-party site and then subsequently shared with us under agreement with that company is subject to that company's own privacy policy.

We will not sell or rent your information for marketing purposes with companies outside our Group.

When your personal information is transferred outside the UK or the EEA

While we are based in the UK but data we collect from you may be stored and processed in and transferred to a partner or supplier outside of the UK or EEA (European Economic Area). These countries may not have data protection laws equivalent to those in force in the EEA. In this instance we endeavour to ensure suitable safeguards are in place, for example by using contractual agreements to stipulate the safe processing of the data we share.

Contacting you and your marketing preferences

In conducting business transactions, we will contact you by e-mail and/or telephone. In addition, we would like to send you information about our products and services which may be of interest to you. We may use your postal address and email address to contact you according to the marketing preferences we hold on record for you.

Agreeing to our privacy policy allows us to use your personal information within our group of companies so that we can offer you all our products and services. You can choose whether to receive marketing information from us or whether we pass



information to other members of the RBR Group. To change the type of communications you are happy for us to send to you, or if you would like us to edit or remove your personal details please contact us.

At certain times, we may also run contests or promotions that exist outside our normal contact channel. If you choose to participate in these contests or promotions, we will use your personal information to contact you regarding the promotion or contest you entered.

Data retention

We will hold your personal information for as long as required for us to provide our products and services to you and for as long as we have legitimate business needs, for example where we are under certain binding legal obligations, where information is required for audit purposes, by the government or other institutions or where we have another legitimate business reason.

You have the right to ask for a copy of any of your personal data held by us at any time. If you would like a copy of the personal information we hold for you, please contact us.

Updates to our privacy notice

We may change this privacy notice on occasion to reflect changes in the law or our privacy practices. If we make amends to our privacy policy, we will publish the revision date.

Please note that this policy compliments, but does not supersede, our separate Terms and Conditions. If there is a circumstance in which the two documents conflict, Terms and Conditions shall take precedence over this policy. We are a company headquartered in the UK. As such, the Terms and Conditions and this privacy policy are subject to the applicable laws of the United Kingdom of Great Britain. Any claim or proceeding arising under or otherwise concerning the Terms and Conditions or this privacy policy shall be conducted in the United Kingdom.

If you have any questions about this privacy policy, please contact us.

Email: info@roxtonsfishing.com

Address: Roxtons Fishing, 25 High Street, Hungerford, Berkshire, RG17 0NF

Phone us: 01488 689701

This is the privacy notice of Roxtons Fishing. Roxtons Fishing is the trading name of Roxtons Fishing Limited, Registered No 16212591. Registered Office: 25 High Street, Hungerford, Berkshire, RG17 0NF, UK. We are a data controller of your personal data and we are fully registered with the ICO. <https://ico.org.uk/>

This policy is effective from 1st October 2025.

