

What information we gather

	Name	Phone Number	Email Address	Postal Address	Passport Details	Sailing License	DOBs	Insurance Details	Payment details	Email Exchanges	Preferences (Newsletter)	Geographical Location	IP Address	Website session data
<b>1. How we gather information</b>														
Web analytics tools (Google)	X	X	X	X	X	X	X	X	X	X	X	X	YES	YES
Newsletter signup (Mod-X)	YES	X	YES	X	X	X	X	X	X	X	X	X	X	X
Online Chat (TBC)	YES	X	YES	X	X	X	X	X	X	X	X	X	X	X
Web quote request (Mod-X)														
- Request a quote	YES	YES	YES	YES	X	X	X	X	X	X	X	YES	X	X
- Online search/quote														
- Unbounce														
Phone quote	YES	YES	YES	YES	X	X	X	X	X	X	X	YES		X
Email quote (Googlemail)	YES	YES	YES	X	X	X	X	X	X	X	X	YES	X	X
Client Database "The project" Microsoft	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	X	X
Booking/extras confirmation	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	X	X
Aftersales forms (Blue Spark Booking form)	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	X	X
Boatshows/Competitions (Mailchimp)	YES	YES	YES	YES	X	X	X	X	X	X	YES	X	X	X
Facebook	YES	X	YES	X	X	X	YES	X	X	X	X	YES	YES	YES
Instagram	YES	X	YES	X	X	X	YES	X	X	X	X	YES	YES	YES
Twitter	YES	X	YES	X	X	X	YES	X	X	X	X	YES	YES	YES
Pinterest	YES	X	YES	X	X	X	YES	X	X	X	X	YES	YES	YES

<b>2. Where we store information</b>														
E- newsletter (Mod-X)	YES	X	YES	X	X	X	X	X	X	YES	YES	YES	YES	YES
Client Database "The project" Microsoft	YES	YES	YES	YES	YES	YES	YES	YES	X	YES	YES	YES	X	X
User account (Google)	YES	X	YES	YES	YES	YES	YES	YES	X	YES	YES	YES	X	X
Email - Googlemail	YES	YES	YES	YES	YES	YES	YES	YES	X	YES	YES	YES	X	X
Truspilot	YES	X	YES	X	X	X	X	X	X	YES	X	YES	X	X
Google analytics	X	X	X	X	X	X	X	X	X	X	X	X	YES	YES
Google Display	X	X	X	X	X	X	X	X	X	X	X	X	YES	YES
Backup (Amazon S3)	YES	YES	YES	YES	YES	YES	YES	YES	X	X	YES	YES	X	X
Staff Laptops (Apple and Dell)	YES	YES	YES	YES	YES	YES	YES	YES	X	YES	YES	YES	X	X
Accounting software (Quickbooks)	YES	YES	YES	YES	X	YES	YES	YES	YES	YES	YES	YES	X	X
Payment System (Barclaycard Merchant)	X	X	X	X	X	X	X	X	YES	X	X	X	X	X
Bank Accounts (Bank of Scotland)	YES	X	X	X	X	X	X	X	YES	YES	X	X	X	X
Facebook	YES	X	YES	X	X	X	X	X	X	YES	X	YES	YES	YES

<b>3. Who we share information with</b>														
Fleet Operators (See booking confirmation)	YES	YES	YES	YES	YES	YES	YES	YES	X	X	X	YES	X	X
IT company (Blue Spark)	YES	YES	YES	YES	YES	YES	YES	X	X	X	X	X	YES	YES
Mailout Warehouse	YES	YES	YES	YES	X	X	X	X	X	X	X	YES	X	X
3rd Party partners	YES	YES	YES	YES	X	X	X	X	X	X	X	YES	X	X
Staff	YES	YES	YES	YES	YES	YES	YES	YES	YES	X	YES	X	X	X