

ChesterBoat's Privacy Policy

This privacy policy sets out how ChesterBoat uses and protects any information that you give ChesterBoat when you use this website.

ChesterBoat is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

ChesterBoat may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 01/03/2014.

What we collect

If you use this site to purchase tickets or request information we may collect the following information:

- **Your name.**
- **Contact information including email address, postal address and phone number.**
- **Demographic information such as postcode, preferences and interests.**
- **Other information relevant to customer surveys and/or offers.**

What we do with the information we gather:

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- **Internal record keeping.**
- **We may use the information to improve our products and services.**
- **We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.**
- **From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.**

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. Below is a list of the cookies that may be stored by your web browser while you browse our website:

- We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.
- This website uses tracking software to monitor it's visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website but will not store, save or collect personal information. You can read Google's privacy policy here for further information [<http://www.google.com/privacy.html>].
- Some pages on our website include Widgets, which are interactive mini-programs that run on our site to provide specific services from another company (e.g. displaying our Twitter feed or a link to our Facebook page or our profile on TripAdvisor etc). Personal information, such as your email address, may be collected through these Widgets. Cookies may also be set by the Widget to enable it to function properly. Information collected by these Widgets is governed by the privacy policy of the company that created it.

Please note: This privacy statement covers the use of cookies by YorkBoat only and does not cover the use of cookies by any third-party.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. Details of how to prevent your web browser accepting cookies can be found [HERE](#). Disabling cookies may prevent you from taking full advantage of our website and will mean that you will not be able to purchase tickets via the website.

If you wish to delete all cookies after visiting our site you can do so by following the instructions [HERE](#).

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes.

if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at chesterboats@aol.com

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal

information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen. You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to:

Bithells Boats Ltd t/a ChesterBoat
The Boating Station
Souters Lane
Chester
CH1 SD

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible at the above address. We will promptly correct any information found to be incorrect.