

# Privacy Notice – Customers

This section will detail what personal information the Pride of Sefton collect about you and how we use it when you use our services.

## What personal data will we collect?

Personal data, or personal information, means any information about a living individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). We process this type of data under Article 6 of UK GDPR legitimate interests condition.

Special category data is personal data which the UK GDPR says is more sensitive, and so needs more protection. Examples of special category data are anything to do with the following:

- race;
- ethnic origin;
- politics;
- religion;
- trade union membership;
- genetics;
- biometrics (where used for ID purposes);
- health;
- sex life; or
- sexual orientation.

We process details of any disabilities that may hinder mobility which fits into the category of health data. We process this type of data under Article 9 of UK GDPR under the Consent condition.

We may collect, use and store different kinds of personal data about you which we have grouped together as follows:

“**Identity Data**” includes first name, last name, title, any details of disabilities that may hinder mobility and next of kin details.

“**Contact Data**” includes correspondence address, email address and telephone numbers.

“**Health Data**” includes details of any disabilities that may hinder mobility.

“**Marketing**” includes email addresses.

## What will we use your personal data for?

We will use your personal data and sensitive personal data to process your request when you use our services, to ensure your safety and comfort and that you enjoy your trip. We may also contact you about our work and how you can support the Sovini Charities or to invite you to participate in surveys or research.