



PRIVACY INFORMATION

Mountain and Expedition Emergency Medicine (MEEM)

This Privacy Notice aims to give you information on how we collect and process your personal data using this website, including any data you may provide through this website when you purchase a CPD event, engage our services in a bespoke manner or otherwise interact with us.

It is important that you read this Privacy Notice so that you are aware of how and why we are using your data.

Who We Are

Mountain and Expedition Emergency Medicine.

Karen and Mike Greene. 10 Burton Road, Kendal LA97JA.

When you use our services, you will share some information with us. We want to be upfront about the information we collect, how we use it, who we share it with and the choices we give you to control, access and update your information. For the purposes of data protection legislation, we are the data controller of your personal data.

The Personal Information We Collect and Use

Information collected by us

If you have registered with us, we will have your email address, telephone number, postal address and the method you chose to make your purchase with.

If you have booked onto a CPD event or are using us in a bespoke way, we will collect personal information including your date of birth and emergency contact information.

How we use your personal information

We use your information in several different ways. The table below set this out in detail, showing what we do, and why we do it.

Category of Personal Data	Purpose for Collection
Name & Contact details	To enable you to purchase an event To deliver you information regarding your event Send you update messages Send you email information on new events or courses
Date of Birth	For emergency use
Health and fitness	For emergency use
Mountaineering and medical experience	To assess suitability for the course or CPD event
Payment information (we do NOT store this information)	For payment only
Contact history (Messages via telephone, social media or email)	To provide customer service and support
Comments	To improve customer service To improve quality of products May be used anonymously in marketing

Comments

When visitors leave comments on social media or our website, we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: <https://automattic.com/privacy/>. After approval of your comment, your profile picture is visible to the public in the context of your comment.

Cookies

The website incorporates the use of Cookies. Cookies are small data text files that are sent from a server computer during a browsing session. Cookies are typically stored on your computer hard drive and are used by websites to simulate a continuous connection to that site. In order to make our site more responsive to your needs, we use cookies to tailor our site to your needs, deliver a

better and more personalised service and track the pages on our site that you visit. The use of cookies automatically identifies your browser to our computers whenever you interact with our site. Your browser options allow you to disable cookies. You should note that if you do disable cookies, you may not be able to access all the services on this site.

We do NOT share your personal information.

How long your personal information will be kept

We will hold on to your information for a maximum of three years, or as long as is needed to be able to provide the services to you, or (in the case of any contact you may have with our Customer Care team) for as long as is necessary to provide support. After this time, it will be deleted.

If reasonably necessary or required to meet legal or regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our terms and conditions, we may also keep hold of some of your information as required, even after you have closed your account or it is no longer needed to provide the services to you.

Control Over Your Information

Under the General Data Protection Regulation, you have several important rights available to you for free. In summary, those include rights to:

- be informed about how your personal information is being used (hopefully this privacy policy explains it all)
- Access the personal information we hold about you
- Request that we transfer elements of your data to another service provider
- Request us to correct any mistakes in your information which we hold
- Request the erasure of personal information concerning you in certain situations
- Receive the personal information concerning you which you have provided to us, in a structured format
- Stop any direct marketing
- Object to processing of your personal data

For further information on each of these rights, including the circumstances in which they apply, see the [Guidance from the UK Information Commissioner's Office \(ICO\) on individuals rights under the General Data Protection Regulation](#).

If you would like to exercise any of these rights, please:

- Email: mountainandexpeditionemergencymedicine@outlook.com
- Write to us at: 10, Burton Road, Kendal. LA97JA
- let us have enough information to identify you;
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill); and
- let us know the information to which your request relates

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made many requests. In this case, we will notify you and keep you updated.

Keeping Your Personal Information Secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. When processing your information, we will only do so in an authorised manner and are subject to a duty of confidentiality.

How to Complain

We hope that we can resolve any query or concern you raise about our use of your information. If you are not happy with how MEEM manages your personal data, you have the right to lodge a complaint with a supervisory authority. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/>.

Changes to This Privacy Policy

This privacy notice was published on 01/01/2022 and will be reviewed every 3 years, unless a change in the law necessitates this to be earlier.

Any changes we make to this notice will be posted on this page.

How To Contact Us

Email: mountainandexpeditionemergencymedicine@outlook.com

Postal: 10, Burton Road, Kendal. LA97JA