

**Last Updated: 31<sup>st</sup> August 2023**

The Sea Safety Project is committed to protecting the privacy and security of your personal information. This Privacy Policy explains how we collect, use, disclose, and protect your information when you use our services or interact with our website. By accessing or using The Sea Safety Project's services, you consent to the collection, use, disclosure, and protection of your information as described in this Privacy Policy.

### **Information We Collect:**

**Personal Information:** We may collect personal information from you when you voluntarily provide it to us, such as when you register for an account, place an order, subscribe to our newsletters, or contact us for support. The types of personal information we may collect include, but are not limited to:

- Your name, email address, postal address, and phone number.
- Payment information, such as credit card details or other financial information.
- Information you provide when you participate in surveys, promotions, or contests.
- Communications and correspondence you send to us.

**Automatically Collected Information:** When you access or use our services, we may automatically collect certain information, including:

- Log data, such as your IP address, browser type, operating system, and access times.
- Usage information, such as the pages you visit, the links you click, and the features you use on our website.
- Device information, such as device identifiers and hardware information.

### **Use of Information:**

We use the information we collect for the following purposes:

- To provide and improve our services, fulfill orders, and process payments.
- To communicate with you, respond to your inquiries, and provide customer support.
- To send you important updates, newsletters, and promotional materials.
- To personalize and enhance your experience on our website.
- To conduct research and analyze trends to improve our services and develop new features.
- To protect the security and integrity of our website and services.
- To comply with legal obligations and enforce our policies.

### **Information Sharing:**

We may share your information in the following circumstances:

- With our trusted service providers who assist us in providing our services (e.g., payment processors, shipping providers).
- With our business partners or affiliates for marketing and promotional purposes, provided you have given us consent.
- In response to a legal request or when required by law to protect our rights, safety, or property.

- With your consent or at your direction.

**Cookies and Tracking Technologies:**

We use cookies and similar tracking technologies to collect information about your browsing activities and enhance your experience on our website. You may choose to disable cookies through your browser settings, but this may limit certain features or functionality.

**Data Security:**

We implement reasonable security measures to protect your information from unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

**Third-Party Websites and Services:**

Our services may contain links to third-party websites or services that are not controlled or operated by The Sea Safety Project. We are not responsible for the privacy practices or content of such third parties. We encourage you to review the privacy policies of those third parties before providing any personal information.

**Changes to this Privacy Policy:**

We may update this Privacy Policy from time to time. Any changes will be effective when we post the revised policy on our website. We encourage you to periodically review this page for the latest information about our privacy practices.

**Payment Details**

Payment and credit card details may be stored electronically by trusted third party providers. Your records are held for as long as is necessary for the purpose for which they were collected. Clients have the right to exercise their “right to be forgotten”. Within a month of receiving a written request all client records pertaining to the individual who put forward the request shall be erased. In addition, clients can request access to their records at any time by making a verbal or written request.

**Emails**

Users may unsubscribe from our emails at any time. All contacts on our email list reserve the right to request this Privacy Policy at any time. We strive to keep all online practices fully in line with the new UK-GDPR and existing GDPR regulation to the extent of its application at time of reading; should you suspect any policy or conduct violates this policy, you are urged to contact us immediately. We may opt to use a trusted third party email provider. In case of a third party email provider, kindly note it is your responsibility you ensure you are fully versed with such third party’s privacy policy.

**Consent and Modifications:**

By using our services or interacting with our website, you consent to the collection, use, disclosure, and protection of your information as outlined in this Privacy Policy, including the use of your photos or personal imagery for marketing purposes, subject to your explicit consent. If you disagree with any aspect of this Privacy Policy, please refrain from using our services or providing your personal information.

We may modify or update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The updated version will be effective as of the "Last Updated" date mentioned at the beginning of this document. We encourage you to review this Privacy Policy periodically to stay informed about how we collect, use, disclose, and protect your information.

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at [becky@theseasafetyproject.com](mailto:becky@theseasafetyproject.com). We will do our best to address and resolve any issues or inquiries you may have.