



# DISCOVER TIREE

isleoftiree.com Data Protection and  
Privacy Policy

## **Discover Tiree**

Tiree Community Development Trust  
Units 1 and 2, The Island Centre  
PA77 6UP,  
Isle of Tiree

Tiree Community Development Trust is a Company Limited by Guarantee (Company No. SC 292902) and a registered charity (Scottish Charity No. SC 037018)



Thank you for choosing to be part of our community at Discover Tiree ("company", "we", "us", "our"). We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our policy, or our practices with regards to your personal information, please contact us at [discovertiree@tireetrust.org.uk](mailto:discovertiree@tireetrust.org.uk).

When you visit our website <https://www.isleoftiree.com>, and use our services, you trust us with your personal information. We take your privacy very seriously. In this notice, we describe our data privacy policy. We seek to explain to you in, the clearest way possible, what information we collect, how we use it and what rights you have in relation to it. We hope you take some time to read through it carefully, as it is important. If there are any terms in this privacy policy that you do not agree with, please discontinue use of our Sites and our services.

This privacy policy applies to all information collected through our website (such as <https://www.isledevelop.com>), and/or any related services, sales, marketing or events (we refer to them collectively in this privacy policy as the "Sites").

Please read this privacy policy carefully as it will help you make informed decisions about sharing your personal information with us.

1.	What information do we collect?	2
1.1	Information automatically collected .....	2
1.2	Information collected from other sources. ....	2
2.	How do we use your information?.....	3
3.	Will your information be shared with anyone?.....	4
4.	Who will your information be shared with?.....	5
5.	Do we use cookies and other tracking technology? .....	5
6.	Do we use Google Maps? .....	5
7.	How long do we keep your information? .....	6
8.	How do we keep your information safe? .....	6
9.	Do we collect information from minors? .....	6
10.	What are your privacy rights? .....	6
11.	Cookies and similar technologies. ....	7
12.	Controls for do not track features.....	7
13.	Do we make updates to this policy? .....	7
14.	How can you contact us about this policy? .....	8
15.	How can you review or delete the data we collect from you? .....	8



### 1. What information do we collect?

Personal information you disclose to us

**In Short:** We collect personal information that you provide to us such as name, address, contact information, passwords and security data.

We collect personal information that you voluntarily provide to us when expressing an interest in obtaining information about us or our products and services, when participating in activities on the Sites or otherwise contacting us.

The personal information that we collect depends on the context of your interactions with us and the Sites, the choices you make and the products and features you use. The personal information we collect may include the following:

- **Name and Contact Data.** We collect your first and last name, email address, postal address, phone number, and other similar contact data.
- **Credentials.** We collect passwords, password hints, and similar security information used for authentication and account access.
- **Your Subscription Payment Data.** All payment data is stored by our payment processor GoCardless, and you should review its privacy policies and contact the payment processor directly to respond to your questions.

All personal information that you provide to us must be true, complete and accurate, and you must notify us of any changes to such personal information.

#### 1.1 Information automatically collected

**In Short:** Some information - such as IP (internet provider) address and/or browser and device characteristics - is collected automatically when you visit our Sites.

We automatically collect certain information when you visit, use or navigate the Sites. This information does not reveal your identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Sites and other technical information. This information is primarily needed to maintain the security and operation of our Sites, and for our internal analytics and reporting purposes.

Like many businesses, we also collect information through cookies and similar technologies.

#### 1.2 Information collected from other sources.

**In Short:** We do not collect information from other sources.



## 2. How do we use your information?

**In Short:** We process your information for purposes based on legitimate business interests, the fulfilment of your subscription or our contract with you, compliance with our legal obligations, and/or your consent.

We use personal information collected via our Sites for a variety of business purposes described below. We process your personal information for these purposes in reliance on our legitimate business interests ("Business Purposes"), in order to enter into or perform a contract with you ("Contractual"), with your consent ("Consent"), and/or for compliance with our legal obligations ("Legal Reasons").

We indicate the specific processing grounds we rely on next to each purpose listed below.

We use the information we collect or receive:

- To send administrative information to you. We may use your personal information to send you product, service and new feature information and/or information about changes to our terms, conditions, and policies.
- To post testimonials. We post testimonials on our Sites that may contain personal information. Prior to posting a testimonial, we will obtain your consent to use your name and testimonial. If you wish to update, or delete your testimonial, please contact us at [discovertiree@tireetrust.org.uk](mailto:discovertiree@tireetrust.org.uk) and be sure to include your name, testimonial location, and contact information.
- Administer prize draws and competitions. We may use your information to administer prize draws and competitions when you elect to participate in our competitions.
- Request Feedback. We may use your information to request feedback and to contact you about your use of our Sites.
- To protect our Sites. We may use your information as part of our efforts to keep our Sites safe and secure (for example, for fraud monitoring and prevention).
- To enforce our terms, conditions and policies.
- To respond to legal requests and prevent harm. If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond.
- For other Business Purposes. We may use your information for other Business Purposes, such as data analysis, identifying usage trends, determining the effectiveness of campaigns and to evaluate and improve our Sites, products, services, marketing and your experience.



### 3. Will your information be shared with anyone?

**In Short:** We only share information with your consent, to comply with laws, to provide you with services, to protect your rights, or to fulfil business obligations.

We may process or share your data that we hold based on the following legal basis:

- **Consent:** We may process your data if you have given us specific consent to use your personal information for a specific purpose.
- **Legitimate Interests:** We may process your data when it is reasonably necessary to achieve our legitimate business interests.
- **Performance of a Contract:** Where we have entered into a contract with you, we may process your personal information to fulfil the terms of our contract.
- **Legal Obligations:** We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).
- **Vital Interests:** We may disclose your information where we believe it is necessary to investigate, prevent, or act regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.

More specifically, we may need to process your data or share your personal information in the following situations:

- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **Other Third-Party Service Providers.** We may share your data with third party vendors, service providers, contractors or agents who perform services for us or on our behalf and require access to such information to do that work. Examples include payment processing, data analysis, email delivery, hosting services and customer services. We may allow selected third parties to use tracking technology on the Sites, which will enable them to collect data about how you interact with the Sites over time. This information may be used to, among other things, analyse and track data, determine the popularity of certain content and better understand online activity. Unless described in this Policy, we do not share, sell, rent or trade any of your information with third parties for their promotional purposes.



#### 4. Who will your information be shared with?

**In Short:** We only share information with the following third parties.

We have categorised each party so that you may be easily understand the purpose of our data collection and processing practices. If we have processed your data based on your consent and you wish to revoke your consent, please contact us.

Category	We Use:
Advertising, Direct Marketing	Facebook Audience Network and Google AdSense
Content Optimisation	Google Site Search
Data Backup and Security	Bookster
Booking, Invoice and Billing	GoCardless, isleHoliday
Social Media Sharing and Advertising	Facebook advertising
User Account Registration & Authentication	Bookster
Web and Mobile Analytics	Google Analytics
Website Hosting	Bookster

#### 5. Do we use cookies and other tracking technology?

**In Short:** We may use cookies and other tracking technologies to collect and store your information.

We may use cookies and similar tracking technologies (like web beacons and pixels) to access or store information. Specific information about how we use such technologies and how you can refuse certain cookies is set out in our Cookie Policy.

#### 6. Do we use Google Maps?

**In Short:** Yes, we use Google Maps for the purpose of providing better functionality and service.

The website, mobile application, or Facebook application uses Google Maps APIs.

You may find the Google Maps APIs [Terms of Service](#) here.

You can find Google’s Privacy Policy, [by following this link](#).

By using our Maps API Implementation, you agree to be bound by Google’s Terms of Service.



#### 7. How long do we keep your information?

**In Short:** We keep your information for as long as necessary to fulfil the purposes outlined in this privacy policy unless otherwise required by law.

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy policy, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements). No purpose in this policy will require us keeping your personal information for longer than 1 year.

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

#### 8. How do we keep your information safe?

**In Short:** We aim to protect your personal information through a system of organisational and technical security measures.

We have implemented appropriate technical and organisational security measures designed to protect the security of any personal information we process. However, please also remember that we cannot guarantee that the internet itself is 100% secure. Although we will do our best to protect your personal information, transmission of personal information to and from our Sites is at your own risk. You should only access the services within a secure environment.

#### 9. Do we collect information from minors?

**In Short:** We do not knowingly collect data from, or market to, children under 18 years of age.

We do not knowingly solicit data from, or market to, children under 18 years of age. By using the Sites, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Sites. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records. If you become aware of any data we may have collected from children under age 18, please contact us at [Discover Tiree Data Privacy](#).

#### 10. What are your privacy rights?

**In Short:** In some regions, such as the European Economic Area, you have rights that allow you greater access to and control over your personal information. You may review, change, or terminate your account at any time.

In some regions (like the European Economic Area), you have certain rights under applicable data protection laws. These may include the right (a) to request access and obtain a copy of your personal information, (b) to request rectification or erasure; (c) to restrict the processing of your personal information; and (d) if applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. To make such



a request, please use the contact details provided below. We will consider and act upon any request in accordance with applicable data protection laws.

If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. Please note however that this will not affect the lawfulness of the processing before its withdrawal.

If you are a resident in the European Economic Area and you believe we are unlawfully processing your personal information, you also have the right to complain to your local data protection supervisory authority. You can [find their contact details here](#).

#### **11. Cookies and similar technologies.**

Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies.

If you choose to remove cookies or reject cookies, this could affect certain features or services of our Sites.

#### **12. Controls for do not track features.**

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track ("DNT") feature or a setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected.

No uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online.

If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Privacy Policy.

#### **13. Do we make updates to this policy?**

**In Short:** Yes, we will update this policy as necessary to stay compliant with relevant laws.

We may update this privacy policy from time to time. The updated version will be indicated by an updated version and revision date in the footer of the document and the updated version will be effective as soon as it is accessible.

If we make material changes to this privacy policy, we may notify you either by prominently posting a notice of such changes on the website or by directly sending you a notification.

We encourage you to review this privacy policy frequently to be informed of how we are protecting your information.





**14. How can you contact us about this policy?**

If you have questions or comments about this policy, you may contact our Data Protection Officer (DPO) by email at [discovertiree@tireetrust.org.uk](mailto:discovertiree@tireetrust.org.uk), by phone at 01879 220 074 or by post to:

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**15. How can you review or delete the data we collect from you?**

Based on the applicable laws of Scotland, you have the right to request access to the personal information we collect from you, change that information, or delete it in some circumstances.

To request to review, update, or delete your personal information, please contact us by email at [discovertiree@tireetrust.org.uk](mailto:discovertiree@tireetrust.org.uk), or by post at the address below, and we will respond to your request within 30 days.

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