



Privacy Policy

Adventure Geek

Last updated: 12 August 2026

This privacy notice explains what personal information Adventure Geek collects, why we use it, who we may share it with, how long we keep it and the rights you have under UK data protection law.

Contact details

Adventure Geek

Telephone: 07855 522 027

Email: julia@adventuregeek.co.uk

What information we collect, use and why

Providing services and goods

We collect and use personal information where it is needed to provide our walks, events, memberships, downloadable products, merchandise and related services.

- Names and contact details
- Postal addresses where needed for delivery or membership administration
- Date of birth where provided as part of membership information
- Purchase, booking and account history
- Payment and transaction information. Card details are processed by our payment provider rather than stored by Adventure Geek
- Health information relevant to safe participation, including medical conditions, allergies or other information you choose to provide
- Health and safety information, including accident and incident records
- Account and registration information
- Website usage information, including cookies and user journeys where enabled
- Photographs and video recordings from Adventure Geek activities, where appropriate
- Information relating to compliments or complaints

Special category information: Health information is treated with additional care because it is sensitive personal data.

Operating customer and member accounts

- Names and contact details
- Addresses
- Purchase history

- Account and registration details
- Information used to keep accounts secure
- Marketing preferences

Service updates and marketing

Where you have agreed to receive marketing, or where the law otherwise permits us to send a relevant service communication, we may use:

- Names and contact details
- Marketing preferences and records of consent
- Photographs or video recordings where permission has been given or their use is otherwise appropriate
- Purchase or booking history where relevant to the communication
- IP addresses and website user-journey information where tracking is enabled

We do not use health information or other special category information for marketing.

Complying with legal requirements

- Name and contact information
- Financial transaction information
- Personal information needed to meet legal or regulatory obligations
- Health and safety information, including accident and incident records

This may include health information where it forms part of a health and safety, accident or incident record.

Queries, complaints and claims

- Names and contact details
- Account information
- Purchase, booking or service history
- Witness statements and contact details where relevant
- Relevant information from previous investigations
- Customer or member records
- Financial transaction information
- Health and safety information
- Correspondence
- Health information where relevant to an accident, incident, complaint or claim

Our lawful bases for using personal information

UK data protection law requires us to have a lawful basis for using personal information. The basis we rely on depends on why the information is being used.

- **Contract:** where information is needed to provide something you have booked, bought or joined.
- **Legal obligation:** where we must keep or use information to comply with the law, for example financial, tax or health and safety records.

- **Legitimate interests:** where it is reasonably necessary to operate Adventure Geek safely and effectively, administer accounts, respond to queries or complaints, investigate incidents and maintain appropriate business records, provided this does not override your rights and interests.
- **Consent:** where you have actively agreed, for example to receive marketing communications. You can withdraw consent at any time.

Where we process health information, we only do so where an appropriate additional condition for processing special category data applies, for example where it is necessary in connection with health and safety, legal claims or where you have provided the information for the safe delivery of our services.

Your data protection rights

Depending on the circumstances and the lawful basis being used, you may have the following rights:

- The right to ask for a copy of your personal information
- The right to ask us to correct inaccurate or incomplete information
- The right to ask us to erase personal information in certain circumstances
- The right to ask us to restrict how personal information is used in certain circumstances
- The right to object to certain processing
- The right to data portability in certain circumstances
- The right to withdraw consent at any time where consent is the lawful basis

We will respond to valid data protection requests without undue delay and normally within one month. To make a request, email julia@adventuregeek.co.uk.

Where we get personal information from

- Directly from you, including through bookings, membership forms, website accounts, contact forms and correspondence
- Suppliers and service providers that support the services you use
- Walk Leaders, event participants, witnesses or another person acting on your behalf where relevant to a booking, enquiry, accident, incident or complaint

How long we keep information

We keep personal information only for as long as it is reasonably needed for the purpose for which it was collected, and to meet legal, accounting, insurance, health and safety or dispute-resolution requirements.

Type of information	Typical retention approach
Customer, booking and account records	Kept while the account or relationship is active and for a reasonable period afterwards where needed for
Financial and transaction records	Normally kept for at least 6 years where required for tax and accounting purposes.
Marketing records and preferences	Kept until you unsubscribe or withdraw consent, with a minimal suppression record retained where needed
Accident, incident and health & safety records	Kept for an appropriate period having regard to legal, insurance and potential claims requirements.
General enquiries and correspondence	Kept only as long as reasonably necessary to deal with the enquiry and any related follow-up.

We review and delete or anonymise information when it is no longer required.

Who we share personal information with

We use trusted organisations to help us operate Adventure Geek. Where they process personal information on our behalf, we expect them to handle it securely and in accordance with data protection law.

Processor / category	What they do
Shadowcaster / website hosting	Website hosting and IT infrastructure support.
Stripe	Processes customer payments and recurring membership payments.
Brevo	Email newsletter, contact and marketing-preference processing.
Capsule CRM	Customer and member relationship management and communication records.
Xero	Accounting and financial record processing.

We may also share information where necessary with:

- Insurance companies
- Professional or legal advisers
- Relevant regulatory authorities, including HMRC or the ICO where applicable
- Emergency services
- Organisations where sharing is necessary for safeguarding reasons
- Organisations we are legally required to share information with
- Suppliers or service providers where sharing is necessary to provide a service you have requested

Photographs or video may be shared publicly on our website, social media or other marketing channels where appropriate and in line with the permissions or expectations communicated to participants.

Sharing information outside the UK

Some of the service providers we use operate internationally. Where personal information is transferred outside the UK, we require an appropriate lawful transfer mechanism and safeguards under UK data protection law.

Stripe: Payment information may be processed by Stripe group companies and service providers, including in the United States. Where applicable, transfers are protected through recognised adequacy arrangements such as the UK Extension to the EU-US Data Privacy Framework and/or other lawful contractual safeguards.

Cookies and website analytics

Our website may use essential cookies needed for functions such as accounts, baskets and checkout. With appropriate consent, we may also use analytics or marketing technologies to understand how the website is used and improve our services. You can manage non-essential cookies through the cookie controls provided on the website.

How to complain

If you have concerns about how we use your personal information, please contact us first at julia@adventuregeek.co.uk.

If you remain unhappy after raising a complaint with us, you can complain to the Information Commissioner's Office (ICO):

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline: 0303 123 1113

Website: ico.org.uk/make-a-complaint

This notice is based on the ICO privacy notice generator and has been tailored to reflect Adventure Geek's current activities and systems.