

Privacy Policy – 1141 Adventures

Last updated: December 2025

Next review: December 2026

1141 Adventures is a trading name of Reactive Medical Ltd

Registered Address: 2 Bruce Knight Close, Danescourt, Cardiff, CF5 2QR

Company Number: 16253650

1141 Adventures (“we”, “us”, “our”) is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect personal information in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who This Policy Applies To

This policy applies to:

- Participants on our activities
- Parents or guardians of participants under 18
- Website users
- Customers making enquiries or bookings
- Staff, instructors, contractors, and volunteers (where relevant)

2. What Personal Data We Collect

We may collect and process the following types of personal data:

a) Identity & Contact Information

- Name
- Address
- Email address
- Telephone number
- Date of birth

b) Medical & Health Information (Special Category Data)

- Medical conditions
- Allergies

- Medications
- Fitness or health information relevant to safety

This information is collected **solely for safety and risk management purposes**.

c) Emergency Contact Information

- Name and contact details of a nominated emergency contact

d) Booking & Operational Information

- Activity bookings
- Participation records
- Incident or accident reports
- Risk assessments and consent forms

e) Images & Media

- Photographs or video recordings (only where consent has been given)

f) Website & Technical Data

- IP address
- Browser type
- Cookies (see Section 10)

3. How We Collect Your Data

We collect data through:

- Booking forms (online or paper)
- Medical and participation declarations
- Website enquiries
- Email and telephone communications
- Incident and accident reporting processes

4. Lawful Basis for Processing

We process personal data under the following lawful bases:

- **Consent** – e.g. medical information, photography and video use
- **Contract** – to deliver booked activities and services
- **Legal obligation** – health & safety, safeguarding, insurance, RIDDOR

- **Vital interests** – to protect life and safety in an emergency
- **Legitimate interests** – operational management and service improvement (without overriding individual rights)

Special category data (medical information) is processed under **Article 9(2)(c) and (h)** of UK GDPR.

5. How We Use Your Information

We use personal data to:

- Deliver safe and appropriate outdoor activities
- Assess participant suitability and manage risk
- Communicate essential information before, during, and after activities
- Respond to emergencies and incidents
- Comply with legal, regulatory, and insurance requirements
- Maintain records for operational and safety purposes
- Improve our services

We do **not** use personal data for automated decision-making or profiling.

6. Photography & Video

Images or videos may be taken during activities **only where consent has been provided**.

- Consent is optional and not a condition of participation
- Images are used for promotional or informational purposes only
- Images of children or vulnerable persons are subject to safeguarding controls
- Consent can be withdrawn at any time by contacting us in writing

7. Who We Share Data With

We only share personal data where necessary and appropriate, including:

- Emergency services (Police, Ambulance, Mountain Rescue)
- Medical professionals (in an emergency)
- Insurers and legal advisers (where required)
- Regulatory or licensing bodies (e.g. AALA, HSE)

We **do not sell or trade personal data**.

8. Data Storage & Security

We take appropriate technical and organisational measures to protect personal data, including:

- Secure digital storage with access controls
- Locked physical storage where paper records are used
- Access limited to those with a legitimate safety or operational need
- Regular review of data handling practices

9. Data Retention

Personal data is retained **only for as long as necessary**, including:

- Medical and consent forms: retained for operational and legal purposes
- Incident records: retained in line with insurance and statutory requirements
- Marketing consent: retained until withdrawn

Data is securely destroyed once it is no longer required.

10. Cookies & Website Data

Our website may use essential and analytical cookies to:

- Ensure proper website functionality
- Improve user experience

You can manage or disable cookies via your browser settings.

11. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request erasure (where applicable)
- Restrict or object to processing
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner's Office (ICO)

ICO website: <https://www.ico.org.uk>

12. Children's Data

We take additional care when processing data relating to children:

- Parental or guardian consent is required
- Safeguarding principles are applied at all times
- Data is used strictly for safety and operational purposes

13. Contact Us

For any questions about this Privacy Policy or how your data is handled, please contact:

1141 Adventures

Email: 1141adventures@gmail.com

Address: 2 Bruce Knight Close, Danescourt, Cardiff, CF5 2QR

14. Policy Review

This Privacy Policy is reviewed:

- Annually
- Following significant changes in law, operations, or incidents