Privacy Policy/Notice – Hood Hill Equestrian

Date of Policy	**October 2026**
Date of Review	**October 2027**

Under data protection law, individuals have a right to be informed about how Hood Hill Equestrian uses any personal data that we hold about them. We comply with this right by providing a privacy notice to individuals where we are processing their personal data.

This privacy notice explains how we collect, store and use personal data about customers, Hood Hill Equestrian are the 'data controller' for the purposes of data protection law. Our data protection officer is Phil Jones.

The categories of customer information that we process include:

- personal identifiers and contacts (such as name, address, email address and contact details)
- personal information (such as height and weight) characteristics (such as ethnicity, language, and free school meal eligibility)
- previous experience
- CCTV images

Why we collect and use customer information

- To understand the experience of each customer so that lessons can be effectively planned
- To support the need of each customer
- To effectively book and manage all lessons
- To ensure that all communication can be made where necessary

Collecting pupil information

We collect information verbally or via email. This data is essential for the booking and running of operational use. Whilst the majority of customer information you provide to us is mandatory, some of it requested on a voluntary basis. In order to comply with the data protection legislation, we will inform you

at the point of collection, whether you are required to provide certain customer information to us or if you have a choice in this.

How we store this data

We keep personal information about customers while they are attending Hood Hill Equestrian. We may also keep it beyond their attendance if this is necessary in order to comply with our legal obligations. Our retention schedule sets out how long we keep information about customers.

Data sharing

We do not share information about customers with any third party without consent unless the law and our policies allow us to do so.

For more information about services for young people, please visit our local authority website.

Requesting access to your personal data

Under data protection legislation, you have the right to request access to information about them that we hold. To make a request for your personal information please contact our Data Protection Officer.

You also have the right to:

- object to the processing of personal data that is likely to cause, or is causing, damage or distress
- prevent processing for the purpose of direct marketing
- object to decisions being taken by automated means
- in certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed; and ■ a right to seek redress, either through the ICO, or through the courts

If you have a concern or complaint about the way we are collecting or using your personal data, you should raise your concern with us in the first instance or directly to the Information Commissioner's Office at **https://ico.org.uk/concerns/**

Complaints

We take any complaints about our collection and use of personal information very seriously.

If you think that our collection or use of personal information is unfair, misleading or inappropriate, or have any other concerns about our data processing, please raise this with us in the first instance.

To make a complaint, please contact our data protection officer.

Alternatively, you can make a complaint to the Information Commissioner's Office:

- Report a concern online at **https://ico.org.uk/concerns/**
- Call 0303 123 1113
- Or write to: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF