

Recreations and Fisheries Privacy Notice

This Privacy Notice is designed to explain how we collect and use our recreations and fisheries customers' personal data. Bristol Water plc (Bristol Water) is committed to protecting our customers' data, uphold their data rights, and meet their expectations for handling personal data.

The Notice is designed to be easy to use and understand, if you have any concerns or would like more detail please follow the instructions under 'Contact Us'.

What is Bristol Water?

Bristol Water plc is a water-only company and a statutory water undertaker supplying customers in the Bristol and South West area. As a water supplier we own a number of reservoirs in the Mendips that are available to the public as recreational grounds and for fishing.

We are a registered data controller, registration number: Z5277208. This means it is our responsibility to maintain and protect all personal data that we collect and ensure that anyone we share personal data with will also adequately protect that data.

Data Protection Officer

We have appointed a Data Protection Officer (DPO) who is responsible for monitoring our compliance with data protection legislation. To contact the DPO please see the 'Contact Us' section.

What personal data we collect

We will always endeavour to make clear why we are collecting your personal data at the time.

Information you give us

We will collect your personal data whenever you fill in a form, contact us (including by social media), pay us, request a service, provide feedback, or enter a competition or survey.

Information you provide us may include:

- **Account and card details** - account number and sort code, account holders name, direct debit details
- **Contact details** - postal address, email address, mobile or landline numbers
- **Personal details** - name, date of birth

Information we collect

Whenever you visit our website we use cookies that will contain personal information, for more detail please see the 'Web cookies' section.

Information provided by other sources

We occasionally use analytics providers in order to get a better understanding of our customers' lifestyle. This assists us in understanding our customers, tailoring our services, and providing relevant information. Where possible, this will be aggregated, pseudonymised, or anonymised data.

Purpose for collecting your personal data

We will only collect data where we have a clear and legal basis to do so. The table below explains each legal basis we use, with a more detailed description of the purpose alongside it:

Legal Basis	Purpose
Legal Obligation	<ul style="list-style-type: none"> Enforcement of our byelaws Assist other enforcement bodies (such as the Environment Agency or the Police)
Legitimate Interests	<ul style="list-style-type: none"> Administer a customer's account, including bookings, billing, requests, enquiries, and complaints Verify identity or fishing licence Provide recreational services and products, such as fishing and bird watching permits and supplies Issue car parking passes Contact you about leisure and recreational activities available at our lakes Make goodwill, bond, and compensation payments Carry out and analyse customer surveys Use aggregated data to understand customer trends, and to assist in business planning Comply with any regulatory obligations we may have Maintain our land holdings and sites Keep our records accurate and up-to-date Prevent and detect crime, including fraud
Consent	<ul style="list-style-type: none"> Subscribers can receive a free catch report

These purposes may be executed by us or one of our third party service providers.

Who we share personal data with

We are required to share personal data with multiple parties for legal, regulatory, and operational purposes.

We will not sell your data to be used for marketing purposes.

Service providers

Name / Category of Service Provider	Processes
Codebase8 Limited	Maintain the Bristol Water Fisheries website
Angling Trust Limited	Our partner in certain events, such as our family fun days
Lakeside businesses (including Lakeside Optics, Woodford Lodge, and Salt & Malt)	Maintain records of any car park enforcement
Social Media Platforms	Responding to enquiries and complaints
Customer Survey and Feedback Services	Carry out and analyse surveys and feedback results
Insurance providers	Managing litigation and compensation claims
Auditors	Provide assurance for business processes and decisions
External Legal and Professional Advisors	Obtaining legal advice, managing disputes, and compensation claims

Legal and regulatory authorities

To comply with our legal or regulatory obligations we may provide personal data to the following authorities:

- Defra
- Environment Agency
- Environmental Health Authorities
- Local Authorities
- Police, Fire, Ambulance, and other emergency services

We may also be required to share personal information if required to do so under court order.

Transfers outside of the European Economic Area

Currently, we do not process any data outside of the EEA.

How long will we retain data for?

We have a data retention policy. Data will be retained as long as it serves a useful and legitimate purpose and taking into account all legal and regulatory obligations.

The following general principles have been applied, although there may be exceptions to these principles:

- Customer data - 6 years
- Regulatory information - relevant business planning period (maximum 5 years), or 10 years for formal regulatory submissions
- Financial information - 7 years
- Any information that may be relevant to existing or future legal proceedings - 6 years

Direct marketing

We want to keep our customers informed of events and activities taking place at our lakes. We use a number of methods, including direct marketing on occasion. We may engage a third party to provide this service on our behalf.

We will never sell your data to third party marketing companies.

Automated decision making and profiling

We do not currently conduct any automated decision making, including profiling, as defined by data protection legislation.

Web cookies

Our website uses cookies to store small amounts of data on visitors' computers and devices. Cookies are typically used to improve functionality and relevancy of information.

The following cookies are used on our website:

Name	Purpose
PHPSESSID	Session cookie used to establish a user session. It is used on a temporary basis and disappears when the session is closed.

__sharethis_cookie_test__	Used by the ShareThis service to enable social sharing features so that you can share our page on social media.
__stid	Used by the ShareThis service to enable social sharing features so that you can share our page on social media. This cookies collect information in an anonymous form.
_ga	Used by Google Analytics. Used to distinguish users for tracking of visitors' usage of the site. This cookies collect information in an anonymous form.
_gat	Used by Google Analytics. Used to throttle request rate back to Google - limits the amount of times data are sent. This cookies collect information in an anonymous form.
_gid	Used by Google Analytics. Used to distinguish users for tracking visitors' usage of the site. This cookies collect information in an anonymous form.

Browser settings can be used to block and remove cookies. For more information please contact your internet browser provider.

Data subject rights

We recognise customer rights under data protection legislation:

- **Right to be Informed** – customers are entitled to know how their data is processed. This notice is designed to provide an overview of all processing activity. If more specific detail is required please contact us by the details provided below.
- **Right to Access** – customers can access their data via a Subject Access Request, for more information please see our Customer Subject Access Request Policy <https://www.bristolwater.co.uk/about-us/legal/sar/>
- **Right to Rectification** – if customer data is found to be inaccurate we are under an obligation to correct it. This may be done by contacting Customer Services by the details provided below.
- **Right to Erasure** – customers have the right to be forgotten. Personal data shall be deleted where there is no longer a legitimate purpose to the data processing.
- **Right to Restriction on Processing** – We have processes in place to restrict processing where there is a legitimate objection.
- **Right to Data Portability** – Where applicable, we have processes in place to allow data portability to another data controller.
- **Right to Object** – if a customer objects to the processing of their data under legitimate interests they have the right to raise an objection, which will be appropriately considered by us.
- **Right to not be subject to automated decision making** – customers have the right to have automated decision making to be reviewed by our personnel. We do not use automated decision making at the moment and will inform customers if our policy changes here.

Contact Us

If you have any questions in relation to this notice please get in contact.

Bristol Water Fisheries
Woodford Lodge
Chew Stoke
Bristol
BS40 8XH

or

Data Protection Officer
Bristol Water plc
Bridgwater Road
Bristol
BS13 7AT

woodford.lodge@bristolwater.co.uk

Colin.Caldwell@bristolwater.co.uk

01275 332 339

0117 934 1108

Complaints

If you have any complaints in relation to this notice or our use of customer data you may contact us at the above address.

Customers are reminded they have the right to object to the processing of their data that relies on the legal basis of legitimate interests, including (but not limited to) legitimate business interests, marketing, profiling, or research. All requests will be evaluated on a case-by-case basis.

Alternatively you can complain to the Information Commissioner's Office at ico.org.uk or call their helpline on 0303 123 1113.

Updating this Policy

We may change this notice from time to time. We encourage all customers to periodically check this policy on our website to ensure they are aware of the most recent version.