

WHAT INFORMATION WE COLLECT

	Name	Phone number	Email address	Postal address	Passport details	Sailing license	Date of birth	Insurance details	Payment details	Email exchanges	Marketing prefs	Geo location	IP addresses	Webpage session data
1. HOW WE GATHER INFORMATION														
Web analytics tools												●	●	●
Newsletter signup	●		●								●		●	
Online Chat (SmartSupp)	●	●	●								●	●	●	●
Web quote request														
- Get a quote	●	●	●	●						●		●	●	
- Search/Get a Quote	●	●	●	●						●		●	●	
- Need help choosing a right boat?	●	●	●	●						●		●	●	
- Contact Us	●	●	●	●						●		●	●	
Phone quote	●	●	●	●							●	●		
Email quote	●	●	●	●						●	●	●		
Booking Systems	●	●	●	●	●	●	●	●				●	●	
Booking confirmation	●	●	●	●	●	●	●	●	●			●		
Aftersales forms	●	●	●	●	●	●	●	●		●		●		
Boatshows / competition	●	●	●	●							●			
Facebook	●		●				●				●	●	●	●
Google+	●						●					●	●	●
Youtube	●						●					●	●	●
2. WHERE WE STORE INFORMATION														
Newsletter	●		●								●	●		
Booking systems	●	●	●	●	●	●	●	●		●		●		
Microsoft Office 365	●	●	●	●	●	●	●	●		●		●		
Gmail	●	●	●	●	●	●	●	●		●		●		
Google Analytics												●	●	●
Google Display												●		●
Dropbox	●		●											
Backup source	●	●	●	●	●	●	●	●		●		●	●	
Laptops (dislocated)	●	●	●	●	●	●	●	●		●		●		
Accounting applications	●													
Payment system (WsPay)	●		●	●					●			●		
Bank accounts (compensation)	●											●		
Facebook	●		●				●					●	●	
3. WHO WE SHARE INFORMATION WITH														
Operators	●	●	●	●	●	●	●	●	●	●		●		
3rd party partners	●	●	●				●					●		
Staff	●	●	●	●	●	●	●	●		●		●	●	●