



Lake, shore and so much more...

Privacy Policy – Keeping your personal information safe.

This Privacy Policy explains how any personal information you provide on our website, including our teacher offer sign-up form is stored and managed.

This policy is designed to protect you, our users, by informing you what personal information is collected, what we do with that information, with whom we share it, and the methods we use to collect it. Your use of the Go Windermere website and any micro-sites is subject to your agreement with this policy.

Go Windermere is the public-facing brand of a consortium of businesses around Windermere in the Lake District. The businesses are Lakes Aquarium, Lakeland Motor Museum, Lakeside & Haverthwaite Railway, Windermere Lake Cruises, World of Beatrix Potter and Brockhole – Lake District Visitor Centre. Each unique business has their own strict privacy policy and procedures in place. This privacy policy relates to the data that is collected and shared from the Go Windermere website – www.gowindermere.co.uk and other marketing activities at tradeshow or events.

Go Windermere is proudly committed to complying with the Data Protection Acts 1988 and 2003 and any digital marketing efforts we undertake adhere strictly to its provisions. This privacy policy has also been updated to reflect the General Data Protection Regulation (GDPR) from May 2018.

Our website: Information we collect and how we do this

We use our website to provide accurate information about the six businesses around Windermere, link to their websites, and to communicate with you via web form/email and manage our successful scheme of free teacher taster days at all the attractions.

To help best provide a better service to you, we need to collect some personal information. This collection of this data is limited and voluntary and is intrinsic to providing e-tickets for the free taster days.

As a user of our website, you may opt-in to receive information from us, in which case we will require more personal data from you. We understand the importance of privacy and security and we aim to be totally transparent on how we collect data, what we hold and how it is used and stored.

The table below shows how we collect data from our website:

Your activity on our website	What we collect	Notes
<p>Browsing our website</p> <p>When you browse our website we use analytics software to identify trends of our users. This information isn't personally identifiable information (PII) and the collection of such data is common practice for most commercial websites.</p>	<ul style="list-style-type: none"> • Google Analytics data (your browser, screen size, language etc.) • Click trails • Cookies on your PC. • IP Address 	<p>No personal information is stored and we use Google Analytics simply as a Data Processor.</p> <p>More information about the cookies we use and analysis of Analytics within GDPR can be found on Google here ></p> <p>To find out more about what anonymous data we collect on our website, please see website data section below.</p> <p>To find out more about the cookies that we use, please see our cookies statement.</p>
<p>Sign up for teacher taster offer</p> <p>To sign up for the teacher taster day offer we ask that you fill out a small form so that we can send you your e-voucher for the scheme.</p> <p>To email you telling you about the teacher offer, we use a company called CreateSend.</p>	<ul style="list-style-type: none"> • Your name • Your email • Your school • Optional tick-box to receive future marketing from Go Windermere and the 	<p>Our email newsletters keep you up-to date with offers, promotions and news from Go Windermere.</p> <p>You can opt out of receiving any further emails by clicking the 'unsubscribe' button on any email you receive.</p> <p>Your name and email address are stored securely by CreateSend. They have extensive privacy and</p>

<p>To collect the information from the Go Windermere website & send out the e-voucher passes we use Google Forms.</p>	<p>consortium of local businesses</p>	<p>security policies in place and have been vetted by Go Windermere.</p> <p>See CreateSend privacy policy here ></p> <p>Your e-voucher is sent to you using Google Forms – see their privacy policy here - https://policies.google.com/privacy?hl=en-GB&gl=uk</p> <p>We contacted and refreshed all of our subscriber mailing lists in May 2018 as part of our GDPR preparation.</p>
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Personal information that is collected from other offline sources

Use of your information by third parties

Go Windermere does not sell or pass on your personal details to third parties without your consent, except in the following, highly unlikely, instances:

- where it is required by applicable law or pursuant to a court or similar order
- where it is required urgently to prevent serious loss or damage to property of Windermere Lake Cruises Ltd
- where it is required for the purposes of obtaining legal advice or for the purposes of, or in the course of, legal proceedings to which Lakeland Motor Museum Ltd is a party or a witness.

Partner organisations that have access to your data

Some companies that we work with do have access to some of your data, however they won't do this unless they have been instructed by us to do so. These companies also comply with GDPR regulations and have been vetted by Windermere Lake Cruises for their security and privacy policies. The trusted companies that may have access to some personal data are listed below.

Name and address of company	Relationship to Windermere Lake Cruises	What information they can access
<p>Winander Leisure Ltd.</p> <p>Winander House Glebe Road Bowness-on-Windermere Cumbria LA23 3HQ</p>	<p>Winander Leisure Ltd. is the parent company of Windermere Lake Cruises and has employees that provide some back office and administrative functions behind the Go Windermere website.</p> <p>Winander Leisure operates under Windermere Lake Cruises Privacy Policy</p>	<ul style="list-style-type: none"> • Web browsing data • Name & email address of teachers signed up to teacher taster offer
<p>Lakes Aquarium</p> <p>Lakeside, Newby Bridge, Cumbria LA12 8AS</p>	<p>Lakes Aquarium are part of the group of businesses behind Go Windermere.</p> <p>To take part in the teacher taster days offer, you will have agreed to your name and email to be shared with this company and for occasional marketing emails to be sent to you. You can unsubscribe from their emails at any time.</p>	<ul style="list-style-type: none"> • Name & email address of teachers signed up to teacher taster offer
<p>Brockhole – Lake District Visitor Centre</p> <p>Brockhole on Windermere Windermere Cumbria LA23 1LJ</p>	<p>Brockhole are part of the group of businesses behind Go Windermere.</p> <p>To take part in the teacher taster days offer, you will have agreed to your name and email to be shared with this company and for occasional marketing emails to be sent to you. You can unsubscribe from their emails at any time.</p>	<ul style="list-style-type: none"> • Name & email address of teachers signed up to teacher taster offer

<p>Lakeside & Haverthwaite Railway Co. Ltd</p> <p>Haverthwaite Station, Nr Ulverston, Cumbria LA12 8AL</p>	<p>Lakeside and Haverthwaite Railway are part of the group of businesses behind Go Windermere.</p> <p>To take part in the teacher taster days offer, you will have agreed to your name and email to be shared with this company and for occasional marketing emails to be sent to you. You can unsubscribe from their emails at any time.</p>	<ul style="list-style-type: none"> • Name & email address of teachers signed up to teacher taster offer
<p>The World of Beatrix Potter™ Attraction</p> <p>Crag Brow Bowness-on-Windermere Cumbria, LA23 3BX</p>	<p>The World of Beatrix Potter are part of the group of businesses behind Go Windermere.</p> <p>To take part in the teacher taster days offer, you will have agreed to your name and email to be shared with this company and for occasional marketing emails to be sent to you. You can unsubscribe from their emails at any time.</p>	<ul style="list-style-type: none"> • Name & email address of teachers signed up to teacher taster offer
<p>Windermere Lake Cruises</p> <p>Winander House Glebe Road, Bowness-on-Windermere LA23 3HQ</p>	<p>Windermere Lake Cruises are part of the group of businesses behind Go Windermere.</p> <p>To take part in the teacher taster days offer, you will have agreed to your name and email to be shared with this company and for occasional marketing emails to be sent to you. You can unsubscribe from their emails at any time.</p>	<ul style="list-style-type: none"> • Name & email address of teachers signed up to teacher taster offer

	View their privacy policy here	
Lakeland Motor Museum Old Blue Mill, Backbarrow, Ulverston LA12 8TA	Lakeland Motor Museum are part of the group of businesses behind Go Windermere. To take part in the teacher taster days offer, you will have agreed to your name and email to be shared with this company and for occasional marketing emails to be sent to you. You can unsubscribe from their emails at any time. View their privacy policy here	<ul style="list-style-type: none"> • Name & email address of teachers signed up to teacher taster offer

Anonymous website data and conditions for using our website

Analysis of click trails

On Lakeland Motor Museum's website, IP addresses (the Internet address of a computer) are logged to track a user's session while the user remains anonymous. We analyse this data for certain trends and statistics, such as which parts of our site users are visiting and how long they spend there. We do not link your IP addresses to anything personally identifiable to you.

Cookies

A cookie is a text-only file that is placed on your computer by another computer on the internet to enable that computer to know when you are visiting a particular web site.

The use of cookies will enable us to monitor the number of people visiting our site and to determine the country of origin of specific users. We will not, however, be relying on the use of cookies - if you do not wish to accept new cookies or wish to disable cookies altogether, you can set your internet browser accordingly using its menu bar and this will not affect your use of our site.

Go Windermere does not use cookies, but we use Google Analytics to analyze web traffic on the website. They use the following cookies:

Cookie Name	Cookie Duration	Description
__utma	2 years	This cookie keeps track of the number of times a visitor has been to the site, when their first visit was, and when their last visit occurred.
__utmb	30 minutes	Holds timestamp of the exact moment in time when a visitor first visits the site.
__utmc	Session (until the browser is closed)	Holds timestamp of the exact moment in time when a visitor leaves the site.
__utmz	6 months	Keeps track of where the visitor came from, what search engine they used, what link was clicked on, what keyword they used, and where in the world they are when they accessed the website

Security

Go Windermere and its partner businesses take appropriate measures to ensure the security, integrity and privacy of personal information submitted to our sites, and periodically updates its security measures in light of current technologies. You need to be aware, however, of inherent risks associated with the transmission of information via the Internet. Go Windermere cannot guarantee or warrant the security of any personal information you submit to our sites. If you have concerns in this regard, Go Windermere has other ways of obtaining and providing information such as post or telephone. Contact us for more information.

Go Windermere may also be linked to websites operated by third parties. These links are meant for your convenience only. Links to third party sites do not constitute endorsement on the part of Lakeland Motor Museum Ltd of those sites and we are not responsible for the privacy practices of the owners and operators of those sites. We encourage you to review the privacy policies and practices on each site which asks you to submit personal information.

Conditions of use and revisions

Go Windermere function may change in the future and Go Windermere reserves the right to amend this Privacy Policy at our discretion. Any modifications that do occur will be effective upon such time as the amendments are posted on the website. Users shall be deemed to accept the modified policy by continuing to access Go Windermere site on or after the date of modification.

Your consent

By accessing the Go Windermere web service you consent to the collection and use of information by us as outlined in this Privacy Policy. Your use of the Go Windermere service is subject to your agreement with this Website Privacy Policy.

Your rights and how to get in touch

We hope this privacy policy clearly shows our commitment to being transparent about what personal data we collect, store and with your permission, how we use it to keep in touch. It also shows how long we hold the data before deleting it.

Under GDPR regulations, you are entitled to contact us directly to see what personal information we store about yourself or modify or delete this information.

If you would like to use this facility, please contact us via info@gowindermere.co.uk or contact our admin partner, Windermere Lake Crusies on 015394 43360. Y

ou can find out more about your rights as an individual at this website - <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>