

Performance of a Contract: To provide you with the products and services you have booked with us.

Type of Data	Purpose / Use
Identity Data and Contact Data	<p>To register you as a customer and to allow you to make bookings for lake sessions, to stay at The Camp or purchase products from our website.</p> <p>To process and deliver your booking and to send you information about it (e.g. confirmation email, link to waiver).</p> <p>To manage our relationship with you, including inviting you to take part in competitions or surveys, dealing with enquiries or complaints.</p>
Financial Data and Transaction Data	To take payment for your booking and issue any refunds / credits.
Profile Data	To provide you with the products and services you have purchased and for related purposes such as customer service, handling complaints and queries.
Image Data	To give you the option to purchase videos of your surf sessions if you have registered for CheckMySurf (for more information, see paragraph 11).
Legitimate Interests: we may process your personal data where we have legitimate business grounds to do so.	
Identity Data and Contact Data	To prevent fraud.

	<p>To improve our website and customer experience.</p> <p>To respond to customer enquiries.</p> <p>To have an accurate record of all customers.</p>
Technical Data	<p>To improve our website and customer experience, including troubleshooting, data analysis, system support and testing, maintenance and reporting.</p>
Profile Data and Usage Data	<p>To develop and improve our website and product offering.</p> <p>To create customer segments for the purpose of carrying out targeted marketing and promotions.</p> <p>To understand how customers use our products and services, for analytics and modelling and to create business intelligence and insights.</p> <p>To deliver relevant website content to customers and improve the digital customer journey.</p>
Image Data	<p>To take photos of: (i) The Wave site, for use in our promotional and marketing materials, including via our website and social media channels; and (ii) of specific lake sessions, to enable us to make photos available for purchase by you.</p> <p>We ensure that notices are in place on site to inform you of on-site photography. If you do not wish to be captured in videos or photographs on site or in specific lake sessions please</p>

	<p>inform a member of staff and we can put appropriate measures in place.</p> <p>To use CCTV to prevent and detect inappropriate or unlawful activities around the site, to protect our business interests and the safety and well-being of customers.</p> <p>To capture footage of surfers in the reef area of the lake to make the footage available for purchase to surfers who opt-in to using CheckMySurf. This footage is collected automatically, but is only assigned to a surfer's account if the surfer has registered for Check My Surf (see paragraph 11). The footage is not publicly available and is deleted after 14 days. If you have any concerns over the footage captured by the CheckMySurf system please inform a member of staff to discuss options.</p>
<p>Consent: We may seek your explicit consent to process your personal data.</p>	
Marketing and Communications Data	<p>To contact you about our products, services and promotions.</p> <p>To invite you to take part in surveys and competitions.</p>
Health Data	<p>To provide you with on-site first aid and keep a record of accidents and incidents.</p>
Biometric Data	<p>If you opt-in for CheckMySurf, Wavegarden (our appointed processor) will capture Biometric Data to assign videos of your surf sessions to</p>

	your Wave account (see paragraph 11 for more details).
Image Data	If you opt-in for CheckMySurf, we will seek your consent for The Wave and Wavegarden to use your footage for promotional and marketing purposes. You are not obliged to provide this consent and it can be withdrawn at any time.
Legal Compliance: We may need to comply with a legal requirement.	
Identity Data, Profile Data and Contact Data	To defend any legal claims. To detect fraud.
Financial and Transaction Data	To detect fraud and comply with HMRC requirements. To defend any legal claims.
Image Data	To use CCTV to prevent and detect inappropriate or unlawful activities.
Health Data	To report any accidents and incidents that occur on site to the relevant authorities.