We (Xtreme Everest) are committed to protecting and respecting your privacy.

Xtreme Everest is committed to protecting your personal information, only using it in accordance with the law, and being transparent about what information we hold. ***We will not share your data with third party companies without your explicit consent.***

Please read the Privacy & Cookie Policy ('Policy') below to understand:

- What information Xtreme Everest may collect about you;
- How we will use that information;
- Whether we disclose your details to anyone else;
- Your choices regarding the information you provide to us; and
- How we use cookies to provide services to you or to improve your use of our websites.

By visiting www.xtreme-everest.co.uk you are accepting and consenting to the practices described in this policy.

For the purpose of the Data Protection Act 1998 (the "Act"), the data controller is Xtreme Everest Oxygen Research Consortium, c/o ISEH, 1st Floor, 170 Tottenham Court Road, London, W1T 7HA. Our nominated representative for the purpose of the Act is Mike Grocott.

INFORMATION WE MAY COLLECT FROM YOU

In addition to the research data you give us, we may also collect non-research data from any contacts we have with you, whether these are online or via phone, email, letter or any other correspondence. We collect this in the following ways:

- **Information you give us.** For example, when you post information on our social media (Facebook, Twitter and website), make a donation to us, register for an event or otherwise provide us with personal information. When you register, we'll ask for personal information, like your name, email address and contact preferences. For special events or when setting up a regular direct debit gift we may also ask for the following information: telephone number, home address or bank account details.

- **When you visit our websites,** we may automatically collect:

    - technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information for our site, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;

    - information about your visit , including the full Uniform Resource Locators (URL) clickstream to, through and from our Web Site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.

- **Google Analytics data** help us understand how our supporters use the Xtreme Everest website. You can read more about how Google uses your Personal Information here or opt-out of Google Analytics here .

USE MADE OF THE INFORMATION

We use your personal information for purposes including:

- Where you have consented to being contacted for those purposes, to provide information about our work, activities, volunteering or events
- To process donations we may receive from you
- To fundraise in a manner referred to in this Policy or that you would reasonably expect
- For administrative purposes (e.g. to contact you regarding a donation you have made or the event you have registered for)
- For internal management, such as record keeping of enquiries, feedback or complaints
- To invite you to participate in surveys or research (actual participation in this is voluntary)
- For publicity by using photographs you upload, post or otherwise provide to us in any way that we may see fit including, but not limited to, display on the Web Site and inclusion in other publications and publicity materials
- To use IP addresses to identify your approximate location, to block disruptive use, to record website traffic or to personalise the way our information is presented to you
- To analyse and improve the online services we offer, to make them as user-friendly as possible
- To conduct supporter research. We may also analyse information you provide to us with other freely available public information to create a profile of supporter interests, preferences and level of potential donations so that we can contact you in the most appropriate way and with the most relevant information
- To notify you about changes to our service
- Where collecting and holding your information is required or authorised by law
- Other specific purposes that you may agree to from time to time

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

DISCLOSURE OF YOUR INFORMATION

Xtreme Everest will not share your data with third party companies unless explicit consent has been received from you.

Where we store your personal data

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (“EEA”). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. Where we have given you (or where you have chosen) a password that enables you to access certain parts of our Web Site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our website; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

We keep your personal information only for as long as we need to use it for the purposes set out in this Policy.

We have adopted a data retention policy that sets out the different periods we retain personal information for in respect of these relevant purposes. The criteria we use for determining these retention periods is based on various legal requirements; the purpose for which we hold data and whether there is a legitimate reason for continuing to store it (such as in order to deal with any future legal disputes); and guidance issued by relevant regulatory authorities including, but not limited to, the Information Commissioner's Office (ICO).

Personal information that we no longer need is securely disposed of and/or anonymised so that you can no longer be identified from it. We may retain some personal information in archives for statistical or historical research purposes although we will do this in a manner that complies with applicable data protection law.

We continually review what personal information and records that we hold, and delete what is no longer required. We never store payment card data after the transaction has been completed.

YOUR RIGHTS

You have the right to ask us not to process your personal data for marketing purposes. We will inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at admin@xtreme-everest.co.uk

If you have previously agreed to us using your personal information for direct marketing purposes and/or our events, you may change your mind at any time by writing to or emailing us at admin@xtreme-everest.co.uk we will then give you the opportunity to select to be removed from our marketing database.

Our website may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

You have the following legal rights in relation to our collection and processing of your personal information:

- **Right to be informed** –to be told how your personal information will be used. This policy and other policies and statements used on this website and in our communications are intended to provide you with a clear and transparent description of how your personal information may be used.
- **Right of access** –to ask for confirmation of what information we hold on you and to request a copy of that information (and other related information). Provided we are satisfied that you are entitled to see the information requested and we have successfully confirmed your identity, we will provide you with your personal information subject to any exceptions that apply.
- **Right of erasure** – to have your personal information deleted from our records upon request, so long as we don't have an overriding legitimate reason for holding on to it (e.g. to comply with a legal obligation).

- **Right of rectification** – to ask us to update any records of your personal information that you believe to be inaccurate. You can also ask us to check the personal information that we hold about you if you are unsure whether it is up to date or not.
- **Right to restrict processing** –to ask us to restrict the processing of your personal information if there is disagreement about its accuracy or whether our use is legitimate or not.
- **Right to object** –to processing where we are: (i) processing your personal information on the basis of the legitimate interests ground (see 'Legal basis for processing' above) and we have no compelling reason we can demonstrate to continue with that processing; (ii) using your personal information for direct marketing, or; (iii) using your personal information for statistical purposes.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail C/O Privacy Compliance Officer: admin@xtreme-everest.co.uk or by mail using the details provided below:

Privacy Compliance Officer at Xtreme Everest, c/o ISEH, 1st Floor, 170 Tottenham Court Road, London, W1T 7HA.

COOKIE POLICY

Our website uses cookies to distinguish you from other users of our Web Site. This helps us to provide you with a good experience when you browse our Web Site and also allows us to improve our Web Site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.