



HIGH ALTITUDE LTD
91 WHIFFLER ROAD
NORWICH, NR3 2AW

WEBSITE PRIVACY POLICY

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BACKGROUND:

HIGH ALTITUDE LTD understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website, <https://highaltitudepk.co.uk> (“Our Site”) and will only collect and use personal data in ways that are described here, and in a manner that is consistent with Our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Account”	means an account required to access and/or use certain areas and features of Our Site;
“Cookie”	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out in section 13, below;
“Cookie Law”	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;
“personal data”	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Site. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation (“GDPR”); and
“We/Us/Our”	means HIGH ALTITUDE LTD, a limited company registered in England under company number 09348389, whose registered address is 91 WHIFFLER ROAD, NORWICH, NR3 2AW, and whose main trading address is 91 WHIFFLER ROAD, NORWICH, NR3 2AW

2. Information About Us

- 2.1 Our Site is owned and operated by HIGH ALTITUDE LTD , a limited company registered in England under company number 09348389, whose registered address is 91 WHIFFLER ROAD, NORWICH, NR3 2AW, and whose main trading address is 91 WHIFFLER ROAD, NORWICH, NR3 2AW.
- 2.2 Our VAT number is GB 212933136
- 2.3 Our Data Protection Officer is Francesca Habbitts, and can be contacted by email at fran@highaltitudepk.co.uk, by telephone on 01603 567200, or by post at 91 Whiffler Road, Norwich, NR3 2AW.

3. What Does This Policy Cover?

This Privacy Policy applies only to your use of Our Site. Our Site may contain links to other websites. Please note that We have no control over how your data is collected, stored, or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them.

4. Your Rights

- 4.1 As a data subject, you have the following rights under the GDPR, which this Policy and Our use of personal data have been designed to uphold:
 - 4.1.1 The right to be informed about Our collection and use of personal data;
 - 4.1.2 The right of access to the personal data We hold about you (see section 12);
 - 4.1.3 The right to rectification if any personal data We hold about you is inaccurate or incomplete (please contact Us using the details in section 14);
 - 4.1.4 The right to be forgotten – i.e. the right to ask Us to delete any personal data We hold about you (We only hold your personal data for a limited time, as explained in section 6 but if you would like Us to delete it sooner, please contact Us using the details in section 14);
 - 4.1.5 The right to restrict (i.e. prevent) the processing of your personal data;
 - 4.1.6 The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
 - 4.1.7 The right to object to Us using your personal data for particular purposes; and
 - 4.1.8 Rights with respect to automated decision making and profiling.
- 4.2 If you have any cause for complaint about Our use of your personal data, please contact Us using the details provided in section 14 and We will do Our best to solve the problem for you. If We are unable to help,

you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.

- 4.3 For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

5. **What Data Do We Collect?**

Depending upon your use of Our Site, We may collect some or all of the following personal and non-personal data (please also see section 13 on Our use of Cookies and similar technologies;

- 5.1 name;
- 5.2 date of birth;
- 5.3 gender;
- 5.4 business/company name
- 5.5 job title;
- 5.6 profession;
- 5.7 contact information such as email addresses and telephone numbers;
- 5.8 demographic information such as post code, preferences and interests;
- 5.9 financial information such as credit / debit card numbers;
- 5.10 IP address;
- 5.11 web browser type and version;
- 5.12 operating system;
- 5.13 a list of URLs starting with a referring site, your activity on Our Site, and the site you exit to;
- 5.14 Confirmation you are medically clear of specific ailments, which could have a detrimental effect on your ability to use a trampoline;
- 5.15 Child Name
- 5.16 Child Age

6. **How Do We Use Your Data?**

- 6.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with Our obligations and safeguard your rights under the GDPR at all times. For more details on security see section 7, below.
- 6.2 Our use of your personal data will always have a lawful basis, either because it is necessary for Our performance of a contract with you, because you have consented to Our use of your personal data (e.g. by subscribing to emails), or because it is in Our legitimate interests. Specifically, We may use your data for the following purposes:
 - 6.2.1 Providing and managing your Account;

- 6.2.2 Providing and managing your access to Our Site;
- 6.2.3 Personalising and tailoring your experience on Our Site;
- 6.2.4 Supplying Our products and services to you (please note that We require your personal data in order to enter into a contract with you);
- 6.2.5 Personalising and tailoring Our products and services for you;
- 6.2.6 Replying to emails from you;
- 6.2.7 Supplying you with emails that you have opted into (you may unsubscribe or opt-out at any time by making use of the unsubscribe option);
- 6.2.8 Market research;
- 6.2.9 Analysing your use of Our Site and gathering feedback to enable Us to continually improve Our Site and your user experience;
- 6.3 With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by email and/or telephone and/or text message and/or post with information, news and offers on Our products and/or services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.
- 6.4 You have the right to withdraw your consent to Us using your personal data at any time, and to request that We delete it.
- 6.5 We do not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Data retention will be determined on the following bases:
- 6.6 Except as otherwise mentioned in this privacy notice, we keep your personal information only for as long as required by us:
 - 6.6.1 to provide you with the services you have requested;
 - 6.6.2 to comply with other law, including for the period demanded by our tax authorities;
 - 6.6.3 to support a claim or defence in court

7. **How and Where Do We Store Your Data?**

- 7.1 We only keep your personal data for as long as We need to in order to use it as described above in section 6, and/or for as long as We have your permission to keep it.
- 7.2 Your data will only be stored in the UK.
- 7.3 Data security is very important to Us, and to protect your data We have taken suitable measures to safeguard and secure data collected through Our Site.

- 7.4 Steps We take to secure and protect your data include:
 - 7.4.1 All areas detailed in HIGH ALTITUDE DATA PROTECTION POLICY

8. **Do We Share Your Data?**

- 8.1 We may share your data with other companies in Our group for statistical and analytical purposes. This includes Our subsidiaries and/or Our holding company and its subsidiaries.
- 8.2 We may sometimes contract with third parties to supply products and services to you on Our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising, and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law.
- 8.3 We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any personally identifying data, or any anonymised data that can be combined with other data and used to identify you. We may from time to time share such data with third parties such as prospective investors, affiliates, partners, and advertisers. Data will only be shared and used within the bounds of the law.
- 8.4 In certain circumstances, We may be legally required to share certain data held by Us, which may include your personal data, for example, where We are involved in legal proceedings, where We are complying with legal requirements, a court order, or a governmental authority.

9. **What Happens If Our Business Changes Hands?**

- 9.1 We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Any personal data that you have provided will, where it is relevant to any part of Our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use that data only for the same purposes for which it was originally collected by Us.
- 9.2 In the event that any of your data is to be transferred in such a manner, you will not be contacted in advance and informed of the changes. When contacted you will not, however, be given the choice to have your data deleted or withheld from the new owner or controller.

10. How Can You Control Your Data?

- 10.1 When you submit personal data via Our Site, you may be given options to restrict Our use of your data. In particular, We aim to give you strong controls on Our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided in Our emails and at the point of providing your details.
- 10.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

11. Your Right to Withhold Information

- 11.1 You may access certain areas of Our Site without providing any data at all. However, to use all features and functions available on Our Site you may be required to submit or allow for the collection of certain data.
- 11.2 You may restrict Our use of Cookies. For more information, see section 13.

12. How Can You Access Your Data?

You have the right to ask for a copy of any of your personal data held by Us (where such data is held). Under the GDPR, no fee is payable and We will provide any and all information in response to your request free of charge. Please contact Us for more details at info@highaltitudepk.co.uk or using the contact details below in section 14.

13. Our Use of Cookies and similar Technologies

- 13.1 Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve Our products and services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.
- 13.2 All Cookies used by and on Our Site are used in accordance with current Cookie Law.
- 13.3 Before Cookies are placed on your computer or device, you will be shown a “pop up” note requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling Us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of Our Site may not function fully or as intended.
- 13.4 Certain features of Our Site depend on Cookies to function. Cookie Law deems these Cookies to be “strictly necessary”. These Cookies are

shown below in section 13.5. Your consent will not be sought to place these Cookies, but it is still important that you are aware of them. You may still block these Cookies by changing your internet browser's settings as detailed below in section 13.9, but please be aware that Our Site may not work properly if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.

13.4.1 Strictly Necessary Cookies

A Cookie falls into this category if it is essential to the operation of Our Site, supporting functions such as logging in, your shopping basket, and payment transactions.

13.4.2 Analytics Cookies

It is important for Us to understand how you use Our Site, for example, how efficiently you are able to navigate around it, and what features you use. Analytics Cookies enable us to gather this information, helping Us to improve Our Site and your experience of it.

13.4.3 Functionality Cookies

Functionality Cookies enable Us to provide additional functions to you on Our Site such as personalisation and remembering your saved preferences. Some functionality Cookies may also be strictly necessary Cookies, but not all necessarily fall into that category.

13.4.4 Targeting Cookies

It is important for Us to know when and how often you visit Our Site, and which parts of it you have used (including which pages you have visited and which links you have visited). As with analytics Cookies, this information helps us to better understand you and, in turn, to make Our Site and advertising more relevant to your interests.

13.4.5 Third Party Cookies

Third party Cookies are not placed by Us; instead, they are placed by third parties that provide services to Us and/or to you. Third party Cookies may be used by advertising services to serve up tailored advertising to you on Our Site, or by third parties providing analytics services to Us (these Cookies will work in the same way as analytics Cookies described above).

13.4.6 Persistent Cookies

Any of the above types of Cookie may be a persistent Cookie. Persistent Cookies are those which remain on your computer or device for a predetermined period and are activated each time you visit Our Site.

13.4.7 Session Cookies

Any of the above types of Cookie may be a session Cookie. Session Cookies are temporary and only remain on your computer or device from the point at which you visit Our Site until you close your browser. Session Cookies are deleted when you close your browser.

13.5 The links below provide instructions on how to control Cookies in all mainstream browsers:

13.5.1 Google Chrome:

<https://support.google.com/chrome/answer/95647?hl=en-GB>

- 13.5.2 Microsoft Internet Explorer: <https://support.microsoft.com/en-us/kb/278835>
- 13.5.3 Microsoft Edge: <https://support.microsoft.com/en-gb/products/microsoft-edge> (Please note that there are no specific instructions at this time, but Microsoft support will be able to assist)
- 13.5.4 Safari (macOS):
https://support.apple.com/kb/PH21411?viewlocale=en_GB&locale=en_GB
- 13.5.5 Safari (iOS): <https://support.apple.com/en-gb/HT201265>
- 13.5.6 Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-Cookies-website-preferences>
- 13.5.7 Android:
<https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DAndroid&hl=en> (Please refer to your device's documentation for manufacturers' own browsers)

The following first party Cookies may be placed on your computer or device:

Necessary (5)		
Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.		
Name of Cookie	Purpose	Strictly Necessary
_cfduid [x2] usvoice.com uvcdn.com	Used by the content network, Cloudflare, to identify trusted web traffic; Expiry: 1 Year; Type: HTTP Cookie	yes
ASP.NET_SessionId cookiebot.com	Preserves the visitor's session state across page requests. Expiry: Session; Type: HTTP Cookie	yes
ASPXAUTH cookiebot.com	Identifies the user and allows authentication to the server Expiry: Session; Type: HTTP Cookie	yes

CookieConsent cookiebot.com	cookiebot.com Expiry: Session; Type: HTTP Cookie	yes
Preferences (6)		
Preference cookies enable a website to remember information that changes the way the website behaves or looks, like your preferred language or the region that you are in.		
_utmt uservoice.com	Used by UserVoice to throttle request rate Expiry: 1 Year; Type: HTTP Cookie	No
_uv_autoprompt_disabled cookiebot.com	Unclassified Expiry: Session; Type: Local Storage	No
_uv_r cookiebot.com	Unclassified Expiry: Session; Type: local Storage	No
_uvt [2] cookiebot.com uservoice.com	Used by the user support platform UserVoice to test whether cookies are enabled Expiry: 1 Year; Type: HTTP Cookie	No
userlang cookiebot.com	Remembers the user's selected language version of a website Expiry: 1 Year; Type: HTTP Cookie	No
Marketing [15]		
_hjIncludedInSample cookiebot.com	Determines if the user's navigation should be registered in a certain statistical place holder. Expiry: Session; Type: HTTP Cookie	No
ads/user-lists/# google.com	Unclassified Expiry: Session; Type: Pixel Tracker	No
C rubiconproject.com	Unclassified Expiry: Session; Type: HTTP Cookie	No
collect google-analytics.com	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels. Expiry: Session; Type: Pixel Tracker	No
fr facebook.com	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers. Expiry: 3 Months; Type: HTTP Cookie	No
IDE DoubleClick.net	Used by Google DoubleClick to register and report the website user's actions after viewing or clicking one of the advertiser's ads with the purpose of measuring the efficacy of an ad and to present targeted ads to the user. Expiry: 1 year; Type: HTTP Cookie	No
khaos rubiconproject.com	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network. Expiry: 1 year; Type: HTTP Cookie	No

PREF youtube.com	Registers a unique ID that is used by Google to keep statistics of how the visitor uses YouTube videos across different websites. Expiry: 8 months; Type: HTTP Cookie	No
Put_ rubiconproject.com	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network. Expiry: 29 Days; Type: HTTP Cookie	No
rpb rubiconproject.com	Registers anonymised user data, such as IP address, geographical location, visited websites, and what ads the user has clicked, with the purpose of optimising ad display based on the user's movement on websites that use the same ad network. Expiry: 29 Days; Type: HTTP Cookie	No
rpx rubiconproject.com	Unclassified Expiry: 29 Days; Type: HTTP Cookie	No
Test_cookie DoubleClick.net	Used to check if the user's browser supports cookies. Expiry: Session; Type: HTTP Cookie	No
tr facebook.com	Unclassified Expiry: 8 Months; Type: Pixel Tracker	No
VISITOR_INFO1_LIVE youtube.com	Tries to estimate the users' bandwidth on pages with integrated YouTube videos. Expiry: 29 days; Type: HTTP Cookie	No
YSC youtube.com	Registers a unique ID to keep statistics of what videos from YouTube the user has seen. Expiry: Session; Type: HTTP Cookie	No

Our Site uses analytics services provided by Google Analytics. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling Us to better understand how Our Site is used. This, in turn, enables Us to improve Our Site and the products and services offered through it. You do not have to allow Us to use these Cookies, however whilst Our use of them does not pose any risk to your privacy or your safe use of Our Site, it does enable Us to continually improve Our Site, making it a better and more useful experience for you.

- 13.6 The analytics service used by Our Site uses Cookies to gather the required information.
- 13.7 The analytics service used by Our Site uses the following Cookies:
- 13.8 In addition to the controls that We provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third-party cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.
- 13.9 You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access Our Site more quickly and efficiently including, but not limited to, login and personalisation settings.
- 13.10 It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.
- 13.11 We also use Instagram and Twitter in the data collection process.
- 13.12 There are two additional plugins www.gravityforms.com and <https://woocommerce.com> both of which are industry standards and fully compliant.

Statistics/Analytics [9]			
Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously.			
Name of Cookie	First / Third Party	Provider	Purpose
_utma	third	uservoice.com	Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit. Used by Google Analytics. Expiry: 2 Year; Type: HTTP Cookie

_utmb	third	uservoice.com	Registers a timestamp with the exact time of when the user accessed the website. Used by Google Analytics to calculate the duration of a website visit. Expiry: Session; Type: HTTP Cookie
_utmz	third	uservoice.com	Registers a timestamp with the exact time of when the user leaves the website. Used by Google Analytics to calculate the duration of a website visit. Expiry: Session; Type: HTTP Cookie
_utmz	third	uservoice.com	Collects data on where the user came from, what search engine was used, what link was clicked and what search term was used. Used by Google Analytics. Expiry: 6 Months; Type: HTTP Cookie
_ga	third	cookiebot.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website. Expiry: 2 Year; Type: HTTP Cookie
_gid	third	cookiebot.com	Registers a unique ID that is used to generate statistical data on how the visitor uses the website. Expiry: Session; Type: HTTP Cookie
_uvsid	third	uservoice.com	Unclassified Expiry: Session; Type: HTTP Cookie
uvts [x2]	third	cookiebot.com uservoice.com	Unique identifier for UserVoice's help desk system Expiry: 1 Year; Type: HTTP Cookie

14. **Contacting Us**

If you have any questions about Our Site or this Privacy Policy, please contact Us
 by Email at info@highaltitudepk.co.uk,
 by Telephone on 01603 567200, or
 by Post at 91 Whiffler Road, Norwich, NR3 2AW.

Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 12, above).

15. **High Altitude's other information on the company's approach to Data Protection;**

15.1 For further information, please refer to the following documents, which are available on the website or by email at infor@highaltitudepk.co.uk , or from Reception in High Altitude Ltd., at 91 Whiffler Road, Norwich, NR3 2AW:

15.1.1 Terms and Conditions <https://highaltitudepk.co.uk/terms> ;

16. **Changes to Our Privacy Policy**

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.