



Privacy Policy – The Whisky Travel Company

Last updated: 10/06/2025

At **The Whisky Travel Company**, we are committed to protecting your privacy and ensuring that your personal data is handled safely and responsibly. This Privacy Policy explains how we collect, use, store, and share your information in compliance with the **UK Data Protection Act 2018** and the **UK General Data Protection Regulation (UK GDPR)**.

This policy applies when you book a tour or interact with us directly or through booking platforms.

1. Information We Collect

We may collect and process the following types of personal information:

- Full name
- Email address
- Phone number
- Postal address
- Payment or bank details (e.g., payment confirmation or masked card numbers)
- Travel preferences or specific requirements (e.g., dietary needs, mobility assistance)

This information may be provided through our website, booking platforms or via direct communication with us on social platforms.

2. How We Use Your Personal Data

We use your personal data to:

- Confirm and manage your bookings and payments
- Communicate with you about your reservation or itinerary
- Provide customer support and respond to your inquiries
- Ensure safe and personalised travel experiences



- Improve our services and business operations
- Meet legal or regulatory obligations

We do not sell your personal data to third parties.

3. Legal Basis for Processing

We process your personal data based on the following lawful grounds:

- **Consent** – where you have given us clear permission to do so
- **Contractual necessity** – to provide you with the services you have booked
- **Legal obligation** – where we are required by law to retain or disclose certain information
- **Legitimate interests** – to manage and improve our services, protect our business, and prevent fraud

4. Sharing Your Personal Data

We only share your data, when necessary, with:

- Local partners (such as guides or transport providers) to deliver your booked experiences
- Payment service providers
- Booking platforms (as part of booking fulfilment)
- Legal or regulatory authorities, if required by law

All third parties are expected to handle your information securely and only for the purpose for which it was shared.

5. Data Transfers Outside the UK

Some of our service providers or partners may be located outside the United Kingdom. In such cases, we ensure that appropriate safeguards (such as standard contractual clauses or adequacy decisions) are in place to protect your data.



6. Data Retention

We will retain your personal data only for as long as is necessary for the purposes outlined in this policy, or as required by law. Typically, we retain client data for up to **7 years** to comply with financial and legal obligations.

7. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Correct inaccurate or incomplete data
- Request erasure (right to be forgotten)
- Restrict or object to certain types of processing
- Request data portability
- Withdraw your consent at any time (where processing is based on consent)

To exercise any of these rights, or for any privacy-related inquiries, please contact us at:
thewhiskytravelcompany@gmail.com

8. Data Security

We implement appropriate technical and organisational measures to protect your personal data, including encryption, secure servers, and access controls.

9. Cookies and Website Usage

Our website (www.thewhiskytravelcompany.com) may use cookies to enhance user experience and analyse site traffic. You can manage your cookie preferences through your browser settings.



10. Changes to This Policy

We may update this Privacy Policy from time to time. Any material changes will be posted on our website, and where appropriate, notified to you via email. We encourage you to review this page periodically.

11. Social Media and Messaging Platforms

We may collect personal information that you voluntarily provide to us via social media channels or messaging platforms. This information may include your messages, comments, contact details, or other data you share when contacting us for enquiries, support, or bookings.

Please remember that any data you provide through these channels is also subject to the privacy policies of the corresponding third-party services. We recommend reviewing the privacy settings and terms of each platform.

We will use the data received through these means solely to handle your enquiries, manage bookings, or provide customer support, in accordance with this Privacy Policy.

12. Contact Us

If you have any questions about this Privacy Policy or how we handle your personal data, please contact:

The Whisky Travel Company

 Email: thewhiskytravelcompany@gmail.com

 Website: www.thewhiskytravelcompany.com

If you are not satisfied with our response or believe your data has not been handled lawfully, you can contact the **Information Commissioner's Office (ICO)** at www.ico.org.uk.