

Vobster Marine Systems Ltd's Privacy Policy

VMS LTD believes we have a fundamental duty to keep your data secure so you can have confidence when purchasing from us. We have developed this policy to help you understand what we do with your data.

This policy applies to:

- **VMS LTD**, company number 8882170, Vobster Diving Centre, Upper Vobster, Radstock BA3 5SD.

VMS LTD is registered as a data controller with the Information Commissioner's Office for the United Kingdom. This policy is written in accordance with the General Data Protection Regulation (GDPR) 2018 and with the Data Protection Act 1998.

This policy applies to all pages hosted on this site and other services VMS LTD runs. By submitting your data to VMS LTD, you are accepting this privacy policy and authorise VMS LTD to collect, store and process your information in the ways explained.

1. How your data is collected

1.1 Who collects your data

VMS LTD is responsible for all collection of your data for VMS LTD. In many cases, such as our website or our telephone line, this will be done directly by VMS LTD.

1.2 What data VMS LTD collects

In most circumstances, VMS LTD will only ask for your name and contact details (plus payment details if you are joining or purchasing). Sometimes, we may ask for additional information where it is required to process qualifications.

VMS LTD will also collect information such as your Internet Protocol (IP) address for monitoring and improving the effectiveness of our website services as well its security.

We will only collect sensitive personal data where absolutely necessary and with your explicit consent. All data collected by VMS LTD will be retained only for an appropriate length of time, defined by our legal requirements and operational needs, and will be securely archived or deleted after this time.

1.3 Cookies

Cookies are small files that are downloaded onto your computer (or your mobile phone) from websites that you visit. Cookies contain information that allows websites to recognise that you have used the site before.

We use cookies, like most websites, to help us provide you with the best experience when you visit our site. Some cookies are crucial to the smooth running of our website – for example our donation pages rely on them. Other cookies allow us to

understand (by using tools like Google Analytics) how visitors are interacting with our website, so that we can improve it.

We also use cookies to ensure that any investments we make in online advertising are as cost-effective as possible, by tracking how well individual adverts perform. These cookies are issued by third party service providers that we have assessed as secure. From time to time, we will display adverts on other websites to people who have visited our website before, and the technology behind these adverts is also based on cookies. These cookies, as with all others we use, do not contain information that can personally identify you.

This website also uses Google Analytics Advertising Features to enable us to better understand the interests of our audience and to tailor our communications be more relevant to you. You may see VMS LTD listed in locations such as in search results or on the Google Display Network.

If you do not wish to see these adverts, you can:

- opt out of Google's use of cookies through [Google's Ads Settings](#)
- refuse the use of cookies by downloading and installing [Google Analytics Opt-out Browser Add-on](#).

This website may also use 'live chat' services, to allow representatives from VMS LTD or other trusted partners to offer you assistance or the opportunity to engage with VMS LTD in a manner relevant to you. These services may involve the use of cookies and the transfer of information about your site navigation, such as your IP address, to secure networks owned by these partners for the purposes of storage and analysis. This information will only be used for the purposes authorised by VMS LTD of administering these live chats.

All browsers allow you to control which cookies you accept and which you delete. You will usually find these settings under the 'Preferences' or 'Tools' menu of your browser. For more information about cookies, please see www.allaboutcookies.org.

2. How your data is kept secure

2.1 What VMS LTD does to keep your data secure

VMS LTD uses industry-standard tools, such as firewalls to safeguard the confidentiality of your personally identifiable information. We make every effort to protect against the loss, misuse and alteration of the information under our control.

In addition, we always use a secure connection when collecting personal financial information from you and conform to [PCI standards](#). All forms which request credit card or bank details use the SSL (Secure Sockets Layer) protocol for encryption. Most web browsers (e.g. Microsoft Explorer, Mozilla Firefox, Safari, Google Chrome, etc.) support SSL. The link between your web browser and the server is secure if your web browser displays a small padlock or key symbol somewhere in the frame, or the address bar shows a web address beginning https:// (rather than http://)

2.2 Who has access to your data

VMS LTD will never sell your data to any other organisation. VMS LTD also never shares or swaps your data with another organisation.

Within VMS LTD, only those authorised to process your data can access your data. We work hard to ensure our staff can only see the data they need to perform their tasks. All our staff are trained to understand data protection and what they need to do to keep your data secure.

3. How we use your data

VMS LTD uses your data in a variety of ways which include the following:

- Providing you with information or products that you have requested from us.
- Making enquiries or informing you about your interactions with us (e.g. informing you of changes to events or courses)
- Responding to any complaints from you.
- Reviewing records such as for financial audits.
- Analysing and refining our advertising, campaigning and other operations to increase our effectiveness and lower our costs.
- Monitoring your information to prevent fraud.
- Working with authorities in cases of fraud or criminal investigations.

In order to do some of these tasks we may build up a profile of you based on the interactions you have had with VMS LTD. Such profiling may include details of your past engagement with VMS LTD together with information gathered from sources detailed elsewhere in this Privacy Policy, and may be carried out either by VMS LTD. You may opt out of profiling at any time by contacting us using the details at the bottom of this policy.

4. How VMS LTD will communicate with you

For any marketing communications we will only contact you via email and SMS if we have your consent to do so. We may send you marketing materials through mail or via phone if we have your consent or we believe you would be interested in our campaign, unless you have expressed a preference not to receive such content.

To respond to your queries we will contact you either via the medium you used to contact us or by a medium you have indicated you would like us to respond with. If we need to contact you for any administrative purposes then we will usually email you or call you depending on what contact details we have available for you.

4.1 How you can affect the way VMS LTD communicates with you

The first time you sign up with VMS LTD, you will choose how you would prefer to be contacted. We will respect your choices and not make any changes to your

preferences unless you change them yourself, or contact us to change them on your behalf.

You can unsubscribe from our emails at any time through the unsubscribe link at the end of all our emails, and stop seeing any social media advertising through settings on those sites.

You can also change your mind on how you would like us to contact you or tell us that you would no longer like to hear from by calling +44 1373 814678 or emailing us at info@vmsrebreathers.com

5. How VMS LTD protects children's privacy

The safety of children is very important to us. No information should be submitted or posted to VMS LTD by children under the age of 13 without prior parental/guardian consent. If you are aged under 13, please ensure you obtain your parent/guardian's consent before sending any personal information to this website.

6. How to find out more or make a complaint

VMS LTD operates in accordance with all relevant UK data protection laws. If you would like to find out more about these laws and how you could be affected beyond what is mentioned in this privacy policy, please visit the [Information Commissioner's Office](#).

You have a right to ask for a copy of the information we hold about you, which VMS LTD will supply to you within one month. VMS LTD will ask for proof of identity, and may charge a fee should any request be unusually complex or time-consuming.

If you have any specific questions about how VMS LTD processes your data which are not answered here or you would like to make a complaint about how we have managed your data then please either write, call or email us via the details below.

Amy Stanton

VMS LTD, Vobster Quay, Upper Vobster, Radstock.

BA3 5SD. Tel: **+44 1373 814678** or email us at info@vmsrebreathers.com

If you are not satisfied with our response to your enquiry then you can contact the Information Commissioner's Office directly via the details on their [website](#).

7. Changes to this policy

Our Privacy Policy may change from time to time. The amended version will be published on our website and any significant changes will be communicated to supporters either on the website or directly.

This will replace any previous privacy policy wording and all conditions and terms of use will be in force from the date of publication.

Last updated: 10th May 2018