Privacy Policy

About Us

- Vale of Rheidol Railway Ltd, (Company Number 218863)1 is a registered charity (No 1076037) dedicated to restoring and operating heritage railways in Wales, including:
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    - the **Vale of Rheidol Railway** based in Aberystwyth
    - the **Brecon Mountain Railway** based in Merthyr Tydfil

- Our activities include operating heritage railway services, running events and exhibitions, selling tickets and merchandise, and communicating with supporters and customers.

- Our trading subsidiary Vale of Rheidol Trading Limited operates retail and online shops selling merchandise and operates the catering facilities in our on site cafes.

Introduction

- Vale of Rheidol Railway Ltd is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal data when you use our website, purchase tickets or products, subscribe to communications, or otherwise interact with us.

- We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

- We aim to collect and process only the personal data that is necessary for legitimate purposes.

- Please read this policy carefully to understand how we handle your personal data.

- If you do not agree with the practices described in this policy, please do not submit personal information to us or use our services.

Data Controller

- Vale of Rheidol Railway Limited is the data controller responsible for determining how and why personal data is collected and processed in connection with the activities of both the Vale of Rheidol Railway and the Brecon Mountain Railway.

- This includes personal data processed in connection with the retail, online shop and catering activities operated by its trading subsidiary, Vale of Rheidol Trading Limited. For the purposes of this Privacy Policy, Vale of Rheidol Railway Limited takes responsibility for overseeing the handling and protection of personal data associated with these activities, ensuring that it is processed in accordance with applicable UK data protection legislation.

Information We May Collect

- We may collect and process the following types of personal data:

- **Information you provide to us**
  This includes information you provide when you:

  - fill in forms on our website
  - purchase tickets or products
  - subscribe to newsletters or marketing communications
  - enter competitions or promotions
  - contact us by email, telephone, or online forms

- This information may include your name, contact details, payment details, and any other information you choose to provide.

- Transaction information
  We may collect details of transactions made through our website, including:
  - ticket purchases
  - online shop orders
  - payment confirmations
  - fulfilment and delivery information

- **Communications**
  If you contact us, we may keep a record of that correspondence to help us manage enquiries and improve our services.

- **Technical information**
  When you use our website, we may automatically collect certain technical information including:
  - IP address
  - browser type and version
  - operating system
  - pages visited and usage patterns

- This helps us understand how visitors use our website and improve its performance.

Lawful Basis for Processing

- Under the UK General Data Protection Regulation (UK GDPR), we must have a lawful basis for collecting and using your personal data. Depending on the purpose for which your information is being processed, we rely on one or more of the following lawful bases:

Contractual necessity

- We process your personal data where it is necessary to enter into or fulfil a contract with you. This includes:

- Processing ticket purchases and railway bookings.
- Managing event and special experience bookings.
- Processing online shop orders and merchandise purchases.
- Arranging payments, refunds, deliveries and customer enquiries relating to purchases.
- Providing services and fulfilling our obligations to customers.

Legitimate interests

- We may process your personal data where it is necessary for our legitimate business interests, provided that these interests do not override your fundamental rights and freedoms.
- These interests include:
- Managing and operating the Vale of Rheidol Railway and Brecon Mountain Railway.
- Responding to general enquiries and providing customer support.
- Improving our services, visitor experiences and website functionality.
- Understanding how visitors use our websites and services, where the relevant processing is permitted by law.
- Maintaining business records and managing our relationships with customers, suppliers and supporters.
- Protecting our property, preventing fraud and ensuring the security of our operations.
- Promoting our activities and services where permitted by applicable marketing and data protection legislation.

Consent

- We rely on your consent where we are required to obtain it by law or where we choose to use consent as the lawful basis for processing your personal data.
- This may include:
- Sending email newsletters and marketing communications where consent is required.
- Using non-essential cookies and similar tracking technologies on our websites.
- Other activities where we specifically ask for your permission to use your personal data.
- Where we rely on consent, you can withdraw it at any time. Withdrawing your consent will not affect the lawfulness of any processing carried out before you withdrew it.

Legal obligation

- We process personal data where necessary to comply with legal and regulatory obligations. This includes:
- Maintaining financial, accounting and tax records.
- Meeting our obligations under company, employment and other applicable legislation.
- Responding to lawful requests from regulatory authorities and law enforcement agencies.
- Meeting applicable health and safety and other statutory reporting requirements.

Marketing communications

- We may use your contact details to send information about our railways, services, events, products and activities. Where required, we will obtain your consent before sending electronic marketing communications. In certain circumstances, we may rely on a lawful exception where permitted under the Privacy and Electronic Communications Regulations 2003, including the soft opt-in rules where applicable.
- You can opt out of marketing communications at any time by using the unsubscribe facility included in our emails or by contacting us.
- We will only process your personal data for the purposes for which it was collected, or for other purposes where permitted by applicable data protection law.

How We Use Your Information

- We use personal information for the following purposes:
    - to provide products and services you request
    - to process ticket purchases and orders
    - to communicate with you about bookings or enquiries
    - to manage events, exhibitions, and railway services
    - to improve our website and services
    - to meet legal and regulatory obligations
    - to send marketing communications where permitted by law or where you have provided consent
- We may also use aggregated statistical data, which does not identify individuals, to analyse customer behaviour and improve our services.

Cookies

- Our website uses cookies to improve functionality and enhance your browsing experience.
- Cookies are small text files stored on your device that allow us to recognise your browser and remember certain information.
- We use cookies to:
    - ensure the website functions properly
    - analyse visitor behaviour
    - improve website performance and user experience
- You can control or disable cookies through your browser settings. However, disabling cookies may affect how some parts of the website function.
- Google Analytics 4 may process IP address information to determine approximate location and generate website analytics.
- You can read Google's privacy policy here: https://www.google.com/privacy.html

Email Newsletter

- Our websites may offer an email newsletter to inform subscribers about products, services, events, and updates.
- Users may subscribe through an automated online process or through prior written agreement.
    - Personal information provided for newsletter subscriptions is stored securely and used only for communication purposes related to the organisation.
- Email campaigns may include tracking technology that records:
    - whether emails are opened
    - links clicked
    - engagement statistics
- This data helps us improve the relevance and effectiveness of future communications.
- All email marketing communications comply with the Privacy and Electronic Communications Regulations 2003.
- Subscribers can unsubscribe at any time using the link provided in every email.

Sharing Your Information

- We may share your information with trusted service providers where necessary to operate our services, including:
    - ticketing platforms
    - payment processing services
    - website hosting providers

  - analytics services
  - email marketing providers
- These organisations process personal data only on our instructions and must comply with data protection law.
- We may also disclose personal information where required:
  - to comply with legal obligations or court orders
  - to respond to law enforcement requests where permitted by law
  - to enforce our terms and conditions
- to protect the rights, property, or safety of our organisation, customers, or others

Third-Party Websites

- Our websites may include links to external websites.
- We do not control these websites and are not responsible for their content or privacy practices.
- We recommend reviewing the privacy policies of any external websites before providing personal information.

Social Media

- We maintain a presence on various social media platforms.
- Communication and interaction through these platforms is subject to the terms and privacy policies of the relevant platform.
- We recommend users exercise caution when sharing personal information through social media.
- We will never request sensitive personal information via social media and encourage users to contact us directly by telephone or email if they wish to discuss private matters.
- Our website may include social sharing features that allow users to share content. These services may collect data about your activity in accordance with their own privacy policies.

Where Your Data Is Stored

- Information you provide to us is stored securely.
- Payment transactions are processed by trusted third-party providers:
  - Online train ticket purchases are processed by FareHarbor
  - Online shop purchases are processed by Dojo
  - In-person and telephone card payments are also processed by Dojo
- These services use encrypted systems to process payments.
- We follow recognised security standards including compliance with the **Payment Card Industry Data Security Standard (PCI DSS)**.
- While we take appropriate security measures, transmission of data over the internet cannot be guaranteed to be completely secure.

International Data Transfers

- Some of our service providers may store or process personal data outside the United Kingdom or European Economic Area.
- Where this occurs, we ensure appropriate safeguards are in place to protect your personal data, including recognised international data transfer mechanisms approved under UK data protection law.

Data Security

• We are committed to protecting personal data against unauthorised access, loss, misuse, or disclosure.
• Access to personal data is limited to those who require it for legitimate business purposes.
• Security measures are regularly reviewed to ensure they remain appropriate and effective.

Data Retention

- We retain personal data only for as long as necessary to fulfil the purposes for which it was collected.
- This may include retaining information for:
    - fulfilling contractual obligations
    - maintaining financial records
    - complying with legal or tax requirements
    - resolving disputes or enforcing agreements
- Where personal data is no longer required, it will be securely deleted or anonymised.

Your Rights

- Under UK data protection law, you have a number of rights in relation to the personal data we hold about you. Depending on the circumstances and the applicable legal requirements, these include the right to:

    - **Access your personal data:** Request a copy of the personal data we hold about you.
    - **Rectification:** Request that inaccurate or incomplete personal data is corrected.
    - **Erasure:** Request the deletion of your personal data where there is a legal entitlement to do so.
    - **Restriction of processing:** Request that we restrict the way we use your personal data in certain circumstances.
    - **Object to processing:** Object to the processing of your personal data where we rely on legitimate interests as our lawful basis.
    - **Object to direct marketing:** Object at any time to the use of your personal data for direct marketing purposes.
    - **Data portability:** Request a copy of certain personal data in a commonly used, machine-readable format, or ask us to transfer it to another organisation where legally applicable.
    - **Withdraw consent:** Where we rely on your consent to process personal data, you may withdraw that consent at any time. This will not affect the lawfulness of any processing carried out before consent was withdrawn.

- These rights are subject to certain conditions and exemptions under data protection law, and not all rights will apply in every circumstance.

- To exercise any of these rights, or if you have any questions about how we use your personal data, please contact us.

- We will respond to your request within the time limits required by applicable data protection legislation. You also have the right to raise a concern or make a complaint with the Information Commissioner's Office (ICO) if you believe your personal data has not been handled appropriately.

Children's Data

- Our services are generally intended for a general audience.
- We do not knowingly collect personal data from children under the age of 13 without appropriate parental consent.
- If we become aware that personal data from a child has been collected without appropriate consent, we will take steps to delete that information.

Complaints

- If you are not satisfied with how we handle your personal data, you have the right to submit a complaint to the Information Commissioner's Office (ICO).
- The ICO can be contacted at:
  Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Changes to this Privacy Policy

- We may update this Privacy Policy from time to time.
- Any changes will be posted on this page and where appropriate we may notify users of significant changes.

Contact Us

- If you have any questions, comments, or requests regarding this Privacy Policy, please email info@vor.wales or write to us at: Vale of Rheidol Railway Limited, Park Avenue, Aberystwyth, SY23 1PG