



## Privacy Policy for All-Steps Formation Riding

**Effective Date:** 21/03/2022

All-Steps Formation Riding ("we", "our", or "us") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you engage with our services, events, or communications.

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### 1. Information We Collect

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

- **Personal Identification Information:** Name, email address, phone number, and postal address.
  - **Participation Information:** Details related to your involvement in formation riding sessions, training, or events.
  - **Payment Information:** Billing details when payments are required (processed securely via third-party providers).
  - **Technical Data:** IP address, browser type, and usage data if you interact with our website or digital platforms.
  - **Media:** Photographs or videos taken during events, where consent has been provided.
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### 2. How We Use Your Information

We use your information to:

- Manage registrations and participation in riding sessions or events
  - Communicate important updates, schedules, and safety information
  - Process payments and maintain financial records
  - Improve our services and user experience
  - Comply with legal and regulatory obligations
  - Share promotional materials (only where consent has been given)
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### 3. Legal Basis for Processing (UK GDPR)

We process your data under the following lawful bases:

- **Consent:** When you have given clear permission
- **Contract:** To fulfil our obligations related to your participation
- **Legal Obligation:** To comply with applicable laws



- **Legitimate Interests:** To operate and improve our services responsibly
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#### **4. Sharing Your Information**

We do not sell your personal data. We may share your information with:

- Trusted third-party service providers (e.g., payment processors, event management tools)
- Legal or regulatory authorities when required
- Emergency services if necessary for safety

All third parties are required to respect your data and handle it in accordance with applicable laws.

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#### **5. Data Retention**

We retain personal data only as long as necessary to fulfil the purposes outlined in this policy, including legal, accounting, or reporting requirements.

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#### **6. Your Data Protection Rights**

Under UK data protection law, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request erasure of your data
- Restrict or object to processing
- Request data portability

To exercise any of these rights, please contact us using the details below.

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#### **7. Data Security**

We implement appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, or misuse.

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#### **8. Cookies and Online Tracking**

If we operate a website, we may use cookies and similar technologies to enhance user experience. You can control cookie preferences through your browser settings.

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## **9. Changes to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted with a revised effective date.

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## **10. Contact Us**

If you have any questions about this Privacy Policy or how your data is handled, please contact:

### **All-Steps Formation Riding**

- Email: [info@allstepsformationrigin.co.uk](mailto:info@allstepsformationrigin.co.uk)
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By engaging with All-Steps Formation Riding, you acknowledge that you have read and understood this Privacy Policy.