

Our Privacy Policy

At Explore 4x4 we take your privacy seriously. This Privacy Policy describes our privacy practices and policy regarding the collection and use of information (including personally identifiable information) made available to us through www.explore-4x4.co.uk and its newsletter.

Who We Are

Explore 4x4 is an Outdoor Activity, Military Survival Adventure and Training Company. Founded in 2010 in Suffolk, its focus is in 4x4 Off Road Driving. Teaching customers for leisure as well as training corporate companies and associations to comply with legislation. Providing activities and events from the individual to groups in their hundreds, Explore 4x4 guarantee an unforgettable experience, and opportunity to take away the beginnings of a new skill with you. Alongside it's face-to-face instruction in various outdoor activities Explore 4x4 provides an email newsletter.

Our Commitment to Privacy

We believe that the responsible use of personal information collected on our websites is critical to our business objectives and reputation. As part of our commitment to privacy, we have adopted this Privacy Statement. The extent and type of information we receive from you on our external websites depends on the information you provide to us through our contact mailboxes and/or through any registration processes on our sites.

Use of Information

We only use your personally identifiable information to keep you up to date with our Team and to provide you with information on our areas of interest and our services. We may also use it to provide you with marketing material about Explore 4x4 services, unless you opt out of receiving this information as provided below.

Email addresses are stored using a Third-Party Provider, MailChimp, for monthly newsletters informing users of latest news, offers and special events. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. If you want to subscribe to our newsletters or email communications services, we will need to collect your email address in order to send our newsletters and/or email to you.

We will not use your email address for any purposes except: to send you the newsletters and/or emails you have requested; respond to User inquiries, questions and other requests; to maintain our subscription and unsubscription lists; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied; or, to notify you of changes to Explore 4x4's website, business practices, Terms of Service or Privacy Policy.

If you wish to unsubscribe from our newsletters or email communications services, please use the unsubscribe feature at the footer of our email communications or contact us at enquiries@explore-4x4.co.uk. Unsubscribing can be done at any time.

Your Rights and Access To Your Personal Information

You have the right to access the personally identifiable information that is held about you. To obtain a copy of the personally identifiable information Explore 4x4 holds about you please email your request to enquiries@explore-4x4.co.uk. We'll usually share this with you within 30 days of you asking us for it.

You are also entitled to object to us processing your information and ask us to stop using your information. You have the right to know when and how we use your information to send you our newsletters or email communications services. If you would like to have your personally identifiable information on our database amended or deleted, please contact us at enquiries@explore-4x4.co.uk and we will use commercially reasonable efforts to comply with your request in accordance with the provisions of this Privacy Policy. You have the right to restrict processing, meaning you can request that your data is only kept on file and not used for processing.

You are also entitled to complain to a regulator. If you think that we have not complied with data protection laws, you have a right to lodge a complaint with your local supervisory authority.

Collecting Information

Our websites may invite you to contact us or to provide information about yourself. We use the information you provide to:

- To promote and provide our services.
- Personalize your online experience and to deliver the content most suited to your needs.
- Provide education and training to our customers and clients.
- Maintain our own accounts and records.
- Verify your identity and the information you provide.
- Improve our Services and customer experience and inform you about our Services and updates.
- Provide you with information that may affect your use of our Services.
- Communicate marketing and promotional offers to you via our e-Newsletter.

We may also use your personal data to communicate with you in the event of a change in our business practices, or our Terms of Service or Privacy Policy.

We sometimes need to share the personal information we process with other organisations. This is always done in compliance with all aspects of the GDPR. Therefore, we may share, and you hereby consent to our sharing of, personal information with service providers who assist in the delivery of our Services we provide to you, the enforcement of our terms and conditions, and the promotion of trust and safety. We will never sell or rent your personal information to a natural or legal person, public authority, agency or body ("third party").

In addition, "cookies" (i.e. small text files placed on your computer when you first visit the site) are used on some of our websites. Most browsers now recognize when a cookie is offered and permit you to refuse or accept it. If you are not sure whether your browser has this capability, you should check with the software manufacturer, your company's technology help desk or your Internet service provider.

Cookies are primarily used to enhance your online experience and are not used to track the navigational habits of identified visitors, unless we obtain your permission to do so. If you visit our sites to read or download information, such as news stories or articles, much of the information we do collect is statistical only (e.g., the domain from which you access the Internet, the date and time you access our site, and the Internet address of the website from which you linked directly to our site) and not personally identifiable. We use this information about the number of visitors and their use of the sites in aggregate form to make our sites more useful and attractive to you.

Some of the cookies we use are provided by Google Analytics and these are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. These cookies collect information in an anonymous form, including numbers of visitors to the site, the pages visited and where visitors have come to the site from. An overview of privacy at Google can be seen at [this link](#) and to opt out of being tracked by Google Analytics across all websites visit [this link](#).

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org or www.aboutcookies.org.

Contact Possibility via Web Forms

You may, if you wish, contact us regarding our Services or any queries you may have via the contact form on our site. These contact forms have been created to allow you quick and direct communication with us. When contacting us via the contact forms on the Explore 4x4 website, the personal data you transmit are automatically stored. Such personal data transmitted on a voluntary basis are stored for the purpose of processing or contacting you in response to your query. This personal data will never be transferred to third parties.

Sharing Information

The personal information you provide to us will be retained only for as long as necessary to fulfil the purposes for which the information was collected or as required by law. We do not share personal information with third party organisations and we never sell your personal information. Furthermore, personal data collected by Explore 4x4 may be transferred to our subsidiaries or affiliated companies where it is necessary to carry out our business or to meet the purpose for which you have submitted the information. By submitting data through Explore 4x4, you are providing explicit consent to trans-border transmission of data collected via our websites.

Safeguarding Information

In addition, we have technological and operational security policies and procedures in place to protect your personally identifiable information from loss, misuse, alteration or unintentional destruction. Our personnel who have access to the data have been trained to maintain the confidentiality of such information.

Explore 4x4 recognizes its responsibility for protecting the online privacy of your personal information. If you have questions or comments about our administration of your personal information or would like to opt out of receiving any marketing material from us, please contact us at enquiries@explore-4x4.co.uk . You may also use this address to communicate any concerns you may have regarding compliance with this Privacy Policy.

Accuracy and Retention of Data

We will not keep personal data longer than is necessary for the purpose or purposes for which they were collected. We will take all reasonable steps to destroy, or erase from our systems, all data which is no longer required. We will ensure that personal data we hold is accurate and kept up to date. We will check the accuracy of any personal data at the point of collection and at regular intervals afterwards. We will take all reasonable steps to destroy or amend inaccurate or out-of-date data.

Linking to Other Sites

This policy covers Explore 4x4 corporate websites. Some of our subsidiaries have their own, possibly different, policies. We encourage you to review these privacy policies when linking to these websites. Where we provide links to third party web sites (whether or not they are affiliated with the Explore 4x4 and even if Explore 4x4 branding appears on these sites), such sites are not controlled by us and are not covered by this Privacy Policy. If you access these sites by using the links provided, the operators of these sites may collect information from you, which will be used by them in accordance with their privacy policy. Although where possible we endeavor to ensure that the site operators abide by our Privacy Policy, we cannot guarantee that they will, and you are advised to check the privacy policy of such third parties before providing information to them.

Location and Acceptance of Use

Explore 4x4 operates this website from its offices in Suffolk, in the United Kingdom. All matters pertaining to this website are governed and interpreted under the laws of the Great Britain.

By accessing the Explore 4x4 website or joining our Explore 4x4 mailing list otherwise providing information to us, you confirm your agreement to the terms and conditions of this Privacy Policy and our Terms of Service. If you do not agree to this Privacy Policy, please do not use the Explore 4x4 Site and do not register for any of the Services. Your continued use of the Explore 4x4 Site will be deemed your acceptance of the terms laid out in this Privacy Policy.

Changes to this Privacy Policy

As a newsletter subscriber, we will notify you when we make any changes to our Privacy Policy that affect the use of any personally identifiable information we collect. However, we may make changes this Privacy Policy from time to time without notice. Any such change will take effect once the revised Privacy Policy is available on Explore 4x4 website. Therefore, we ask that you bookmark and periodically review our Privacy Policy Notice page to ensure your continuing familiarity with the most current version of our Privacy Policy. Your continued use of the Explore 4x4 Site following such changes to this Privacy Policy will be deemed your acceptance of those changes.

Security

The security of your personally identifiable information is a priority to us. Unfortunately, no security system, or system of transmitting data over the internet, can be guaranteed to be 100 per cent secure. As a result, while we strive to protect your personally identifiable information, we cannot guarantee the security of our servers, the means by which information is transmitted between your computer and our servers, or any information provided to us or to any third party through or in connection with the Explore 4x4 Site. You provide all such information at your own risk.

Queries

If you have any queries about this privacy policy, please email us at enquiries@explore-4x4.co.uk.