

SCUBA DIVE ADVENTURES

PRIVACY POLICY

Introduction

Scuba Dive Adventures is committed to protecting your privacy and handling your personal information in a transparent, secure and lawful manner.

This Privacy Policy explains how **Scuba Dive Adventures** (“we”, “us”, “our”) collects, uses, stores, shares and protects your personal data when you visit our website, contact us, make an enquiry or book travel services with us.

This Privacy Policy has been prepared in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

Who Is the Data Controller?

The Data Controller responsible for your personal information is:

Scuba Dive Adventures

Email: sales@scubadiveadventures.co.uk

Website: www.scubadiveadventures.co.uk

Telephone: [0113 450 8606](tel:01134508606)

Scuba Dive Adventures is the organiser of your holiday and is responsible for processing your personal information in accordance with applicable data protection legislation.

What Personal Data We Collect

Depending on the services you book, we may collect and process the following personal information:

- Name
- Postal address
- Email address
- Telephone number
- Date of birth
- Nationality
- Passport details and travel document information
- Emergency contact details
- Booking history
- Travel preferences
- Payment information and transaction records

- Medical information relevant to diving and travel safety
- Dietary requirements
- Accessibility requirements
- Correspondence and communications with us
- Customer feedback and reviews
- Website usage information
- IP address and online identifiers collected through cookies and similar technologies

How We Collect Your Data

We collect personal information when:

- You make an enquiry
- You request a quotation
- You book a holiday with us
- You contact us by telephone, email or social media
- A travel agent or third party books on your behalf
- You subscribe to our newsletter
- You enter one of our competitions
- You browse or use our website

Legal Basis for Processing

Under UK GDPR we must have a lawful basis for processing your personal information.

Contractual Necessity

We process your information in order to:

- Arrange your holiday
- Confirm your booking
- Process payments
- Issue invoices and travel documentation
- Make reservations with airlines, hotels, liveaboards, transfer providers and other suppliers
- Provide customer support before, during and after your trip

Without this information we cannot provide your holiday.

Legal Obligation

We may process your information where required by law, including:

- Providing passenger information to airlines and government authorities
- Immigration and border control requirements
- Marine park authorities
- Harbour authorities
- Coastguards

- Tax and accounting obligations
- Responding to lawful requests from regulators

Legitimate Interests

We may process personal information where necessary for our legitimate business interests, including:

- Fraud prevention
- Security
- Improving our services
- Business administration
- Customer service
- Complaint handling
- Legal claims
- Protecting our business and customers

Consent

We rely on your consent where appropriate, including:

- Marketing emails
- Newsletters
- Promotional offers
- Competition entries
- Non-essential website cookies
- Medical information required for your holiday
- Use of photographs where permission has been given

You may withdraw your consent at any time.

Medical Information

Some holidays require us to collect medical information relevant to diving or travel safety.

This information is only processed where:

- It is necessary for your safety;
- You have provided your explicit consent; or
- It is required to protect your vital interests during a medical emergency.

Medical information is handled with enhanced security and retained only for as long as necessary.

International Transfers

As an international travel company we work with suppliers throughout the world.

Your personal information may be transferred to:

- Airlines
- Hotels
- Liveaboard operators
- Dive centres
- Transfer companies
- Cruise operators
- National park authorities
- Local destination management companies

Where personal information is transferred outside the United Kingdom, we ensure appropriate safeguards are in place, including:

- UK International Data Transfer Agreements
- Standard Contractual Clauses
- Appropriate contractual confidentiality obligations
- Secure data handling procedures

We only share information necessary to provide your holiday.

Sharing Your Information

We may share your personal information with:

- Travel suppliers
- Airlines
- Accommodation providers
- Liveaboard operators
- Dive centres
- Insurance companies where required
- Payment processors
- Professional advisers
- Accountants
- Auditors
- Legal advisers
- Government and regulatory authorities where required by law

We never sell your personal information.

Cookies

Our website uses cookies and similar technologies to:

- Operate the website
- Improve performance
- Analyse visitor behaviour
- Remember preferences
- Deliver relevant advertising

Non-essential cookies are only used with your consent.

You may change or withdraw your cookie preferences at any time via our website.

Online Advertising

We use advertising and analytics platforms to help us understand how visitors use our website and to provide relevant marketing.

This may include:

- Google Analytics
- Meta (Facebook and Instagram)
- Google Ads
- Email marketing platforms

We do not make automated decisions that have legal or similarly significant effects on individuals.

You may object to marketing profiling at any time.

How Long We Keep Your Data

We retain personal information only for as long as necessary.

Typical retention periods include:

- Booking and financial records — **7 years**
- Medical information — **2 years** after travel
- Competition data — **12 months**
- Marketing information — until you unsubscribe or withdraw consent
- Website analytics — in accordance with our cookie settings

Information may be retained longer where necessary to establish, exercise or defend legal claims.

Your Rights

You have the right to:

- Request access to your personal information
- Request correction of inaccurate information
- Request deletion of your information in certain circumstances
- Request restriction of processing
- Object to processing based on legitimate interests
- Withdraw consent at any time
- Request transfer of your personal information where applicable

You also have the right to complain to the Information Commissioner's Office (ICO).

Security

We take appropriate technical and organisational measures to protect your personal information against:

- Loss
- Misuse
- Unauthorised access
- Disclosure
- Alteration
- Destruction

Access to personal information is limited to staff and trusted suppliers who require it to perform their duties.

Competitions and Prize Draws

From time to time Scuba Dive Adventures may run competitions, prize draws and promotional giveaways.

We may collect:

- Name
- Email address
- Telephone number
- Competition responses
- Travel interests

Where competitions are run via Facebook, Instagram or other social media platforms, some information may be supplied directly through those platforms.

Personal information collected through competitions is used to:

- Administer the competition
- Contact winners
- Deliver prizes
- Add you to our marketing list where you have expressly consented

Competition data is retained for up to **12 months** unless you have subscribed to our mailing list.

Entry into a competition does **not** automatically subscribe you to marketing communications unless you have clearly opted in.

Third-Party Websites

Our website may contain links to third-party websites.

We are not responsible for the privacy practices or content of external websites.

We recommend that you read the privacy policies of any website you visit.

Children's Privacy

We collect personal information relating to children only where necessary to arrange travel booked by a parent, guardian or authorised adult.

Contact Us

If you have any questions regarding this Privacy Policy or wish to exercise any of your rights, please contact:

Scuba Dive Adventures

Email: sales@scubadiveadventures.co.uk

Website: www.scubadiveadventures.co.uk

Telephone: 0113 450 8606

Information Commissioner's Office

If you are unhappy with how we handle your personal information, you have the right to complain to the Information Commissioner's Office (ICO).

Website: <https://www.ico.org.uk>

Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in legislation, guidance or our business practices.

The latest version will always be published on our website together with the date of the most recent update.

Last Updated: 21 July 2026