



Privacy Policy

Broads Equestrian Centre

Effective date: 1st September 2025

Last updated: 1st September 2025

1. Introduction

Broads Equestrian Centre ("we", "our", "us") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, and safeguard the information you provide to us in the course of our business operations — whether through our website, by phone, email, or in person at our facilities in England.

We comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Who We Are

Broads Equestrian Centre

Address: Beccles Road, Barnby, Beccles, NR34 7QN

Email: info@broadsequestrian.co.uk

Website: www.broadsequestrian.co.uk

Data Controller: Claire Mauree-Green

As the data controller, we are responsible for deciding how your personal information is used and ensuring it is handled lawfully.

3. Information We Collect

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

Contact details: Name, address, phone number, and email.

Client information: Emergency contact details, riding experience, horse ownership details, and lesson history.

Payment information: Card or bank details (processed securely via our payment provider).

Health information: Relevant medical details required to ensure your safety when riding or participating in activities.

Website information: IP address, cookies, and browsing data if you visit our website.

Photographs or videos: Occasionally taken during lessons or events (with your consent).

CCTV footage: Recorded images captured for security, crime prevention, and safety purposes (see Section 13).

4. How We Use Your Information

We use your information to:

- Manage bookings, riding lessons, and horse livery services.



Communicate with you regarding schedules, payments, and updates.

Maintain safety and emergency records.

Comply with legal and insurance obligations.

Improve our services and website.

Send marketing updates or newsletters (only with your consent).

5. Legal Basis for Processing

We process your data based on one or more of the following legal grounds:

Contract: To fulfil our services (e.g., lessons, livery agreements).

Consent: When you agree to receive marketing or allow use of photos.

Legal obligation: To comply with UK laws and safety regulations.

Legitimate interests: To manage our business operations efficiently.

6. How We Store and Protect Your Data

Your personal data is stored securely in paper and electronic formats. We take appropriate technical and organisational measures to prevent unauthorised access, loss, or misuse of your data.

Sensitive health data is kept confidential and accessed only by authorised staff when necessary for your safety.

7. Sharing Your Information

We may share data with:

Professional service providers (e.g., insurers, accountants).

Payment processors and booking platforms.

Emergency services (if necessary for safety).

Regulatory authorities (where legally required).

We never sell your personal information to third parties.

8. How Long We Keep Your Data

We retain your data only for as long as necessary to fulfil the purposes outlined above, including legal, accounting, or insurance requirements. After this period, data is securely deleted or anonymised.

9. Your Data Protection Rights

Under UK GDPR, you have the right to:

Access your personal data.

Request correction or deletion of your data.

Object to processing in certain circumstances.

Withdraw consent at any time (for consent-based processing).

Lodge a complaint with the Information Commissioner's Office (ICO).



ICO Contact:

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

Helpline: 0303 123 1113

10. Cookies and Website Use

Our website may use cookies to enhance your browsing experience and analyse traffic. You can manage or disable cookies in your browser settings. For more details, see our Cookie Policy (if applicable).

11. Updates to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website, with the effective date clearly shown.

12. Contact Us

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

Broads Equestrian Centre

Email: info@broadsequestrian.co.uk

Address: Beccles Road, Barnby Road, Beccles, NR34 7QN

13. CCTV Monitoring

Broads Equestrian Centre operates CCTV cameras on our premises for the purposes of safety, security, and crime prevention. CCTV may capture images of visitors, clients, staff, and vehicles entering or exiting our property.

CCTV footage is used to protect our property, staff, horses, and clients.

The legal basis for CCTV monitoring is our legitimate interest in ensuring a safe environment and preventing theft or damage.

CCTV footage is stored securely and retained for a limited period, typically no longer than 30 days, unless required for an ongoing investigation or legal matter.

Access to CCTV footage is restricted to authorised personnel only and may be shared with law enforcement if necessary.

Signs are displayed to inform you that CCTV is in operation.

If you have questions regarding CCTV data, please contact our Data Controller using the contact details above.