



## Privacy Policy

### 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.
- 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.

### About Us

- Vale of Rheidol Railway Ltd is a charitable company dedicated to restoring and operating heritage railways in Wales, including:
  - 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.

### Data Controller

- For the purposes of data protection law, the data controller responsible for your personal data is: Vale of Rheidol Railway Ltd.
- If you have any questions about how your personal data is handled, you can contact us at: [info@vor.wales](mailto:info@vor.wales)

### 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



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- 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 rely on the following lawful bases for processing personal data:
- **Contractual necessity**  
Processing is necessary to fulfil a contract with you, such as processing ticket purchases, online shop orders, or event bookings.
- **Legitimate interests**  
Processing is necessary for our legitimate interests, including improving our services, managing our website, analysing visitor behaviour, preventing fraud, and communicating with customers about relevant services.
- **Consent**  
Where you have provided consent, for example when subscribing to marketing emails or newsletters.
- **Legal obligation**  
Processing is necessary for compliance with legal or regulatory obligations.



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## 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.
- We use analytics software provided by Google through Google Analytics to help us understand how visitors use our website. This software uses cookies to collect anonymous usage information but does not identify individual users.
- You can read Google's privacy policy here: <https://www.google.com/privacy.html>

## Email Newsletter

- Our website 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.

## External Links

- Our websites may include links to external websites.
- While we aim to provide links to reputable and relevant sources, we do not control these websites and are not responsible for their content or privacy practices.
- Users should review the privacy policies of any external websites they visit.



## 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.

## 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 you have consented or where permitted by law
- We may also use aggregated statistical data (which does not identify individuals) to analyse customer behaviour and improve our services.



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## Marketing Communications

- If you are an existing customer, we may contact you by email or SMS about products or services similar to those you previously purchased.
- If you are a new customer, we will only send marketing communications if you have consented to receive them.
- You can opt out of marketing communications at any time by:
  - using the unsubscribe link in our emails
  - contacting us at [info@vor.wales](mailto:info@vor.wales)

## 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
  - to enforce our terms and conditions
  - to protect the rights, property, or safety of our organisation, customers, or others

## 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 the right to:
  - request access to your personal data
  - request correction of inaccurate or incomplete data
  - request deletion of your personal data in certain circumstances
  - request restriction of processing
  - object to processing based on legitimate interests
  - object to direct marketing
  - request transfer of your data to another organisation (data portability)



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- withdraw consent where processing is based on consent
- To exercise these rights, please contact us at [info@vor.wales](mailto:info@vor.wales).

## Children's Data

- Our services are generally intended for a general audience and 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.

## Changes to this Privacy Policy

- We may update this Privacy Policy from time to time. Any changes will be posted on this page.

## Contact Us

- If you have any questions, comments, or requests regarding this Privacy Policy, please contact: [info@vor.wales](mailto:info@vor.wales)