

## Introduction

Highball Ltd. (“we” or “us”) is committed to protecting your personal information in compliance with the General Data Protection Regulation (GDPR). This Privacy Policy explains how we collect, use, and protect your personal data.

## 1. Information We Collect

### 1.1 Information You Provide

- **When Communicating with Us:** Name, contact details, and any other information shared.
- **Registration:** Name, date of birth, contact details, and emergency contacts.
- **Purchases & Bookings:** Payment and transaction details.
- Using Our Services Check-in history, photos, or videos (see Photography Policy).
- **Subscriptions:** Email address and preferences.

### 1.2 Automatically Collected Information

- **Website data:** IP address, browser type, and usage patterns (e.g., pages visited).

## 2. How We Use Your Information

We process your information for legitimate business purposes, including:

- Managing bookings, events, and services.
- Communicating updates, reminders, and promotional offers (where permitted).
- Improving services and ensuring safety.
- Complying with legal and safety requirements.

We do not sell your data or send unsolicited marketing communications.

## 3. Sharing Your Information

We share data only as needed for:

- **Service Providers:** For bookings, payments, or storage (e.g., Capitan).
- **Legal and Regulatory Obligations:** With law enforcement or regulators.
- **Corporate Transactions:** In case of business transfers.

All third parties comply with GDPR and have appropriate security measures.

## 4. Data Security and Retention

- We use secure systems and trained personnel to protect your data.
- Data is retained only as long as necessary for business or legal purposes. Unnecessary data is regularly deleted.

## 5. Your Rights

You have the right to:

- Access, update, or delete your data.
- Withdraw consent for marketing or other data processing.
- Object to data processing or request restricted use.
- Request data portability in a machine-readable format.
- Opt-out of automated decision-making processes.

To exercise your rights, contact us at [hello@highballnorwich.co.uk](mailto:hello@highballnorwich.co.uk)

## 6. Cookies and Photography

### 6.1 Cookies

We use cookies for website functionality and analytics. You can disable cookies in your browser, but this may limit website features.

### 6.2 Photography

Photos and videos may be taken for marketing or safety purposes. Contact us to request the removal of specific images or access recorded footage.

## 7. Contact Us

For questions, concerns, or to manage your data, email [hello@highballnorwich.co.uk](mailto:hello@highballnorwich.co.uk)

### Updates to this Policy

This policy may be updated periodically. Significant changes will be communicated to you.

**Effective Date:** 1 January 2025

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### DOCUMENT HISTORY:

ISSUE	DATE	DOCUMENT NAME	CODE	AUTHOR	COMMENTS
DRAFT	18/5/17	Privacy Policy (Draft)	N/A	Ben Hiscoke	
1	22/5/18	Privacy Policy	DPP01	Ben Hiscoke	No changes
1	23/5/19	Privacy Policy	DPP01	Ben Hiscoke	No changes
1	01/6/20	Privacy Policy	DPP01	Ben Hiscoke	No changes
2	31/5/22	Privacy Policy	DPP01	Mike Surtees/Reece Burton	Updated for Capitan usage & Formatting
3	1/1/2025	Privacy Policy	DPP01	Mike Surtees	Simplified and modified to allow 'legitimate use' of emails / soft opt in.

### DOCUMENT REVIEW:

This document is to be reviewed annually by the Data Controller with a director or a member of the management team.