

GDPR transparency notice

Love to Ride Limited, (we or us) is registered in England and Wales under company number 06409628 and have our registered office at 52 Park Street, Bristol BS1 5JN.

1 What is the purpose of this document?

- 1.1 We are committed to protecting and respecting your privacy. This transparency notice sets out the basis on which any personal data we collect about all users of our site (you), or that you provide to us through <https://www.lovetoride.net> (our site), will be processed by us.
- 1.2 We are a **data controller**. This means that we are responsible for deciding how we collect and use personal information about you, and for explaining this clearly to you.
- 1.3 Please read this transparency notice carefully to understand what we do with your personal information and what rights you have in relation to our activities.
- 1.4 This transparency notice applies to visitors to our site who do not sign up with Love to Ride as well as to those who do.

2 Information we collect from you and about you and how our use complies with the law

1	Information from you		
	Information	How we use your information	How our use complies with the law
	First name, last name and email address.	To contact you and create your Love to Ride profile.	It is necessary to perform the contract we have agreed with you to provide Love to Ride Services.
	The town or city you live in and the town or city you work in.	To enable us to give you relevant information for your area and to help us improve our services.	It is necessary for our legitimate interests for creating a better user experience and ensuring the smooth running of our website
	How often you ride a bike and your opinions on riding and if you choose to tell us, your gender and age.	To enable us to tailor our information for you and to help us improve our services.	It is necessary for our legitimate interests for creating a better user experience and ensuring the smooth running of our website
	Information about your bike rides from apps Ride Report, Strava or Under Armour Connected Fitness.	To update your Love to Ride profile and enter you into prize draws.	It is necessary to perform the contract we have agreed with you to provide Love to Ride Services.
	Your prize preferences and details about the prizes you have won.	To enter you into Love to Ride prize draws.	It is necessary to perform the contract we have agreed with you for you to participate in our prize draws.
	Payment or invoice information if you buy any of our merchandise	To enable us to invoice you or take payment.	It is necessary to perform the contract we have agreed with you for you to purchase merchandise.
2	Information we collect about you		
	Information about your preferences and the types of services you are interested in via the cookies on our website.	To improve the services we offer to you and others. To provide you with information about other products and services which we think may be of	It is necessary for our legitimate interests for creating a better user experience and ensuring the smooth running of our website.

		interest to you. For example, cycling events or merchandise.	We are allowed to do this as long as our do not disproportionately intrude your privacy. You can disable cookies on your browser.
	Technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform via cookies on our website.	To improve the services we offer to you and others; and To provide you with information about other products and services which we think may be of interest to you. For example, cycling events in your area or patch updates relevant to your browsers and plug-ins.	It is necessary for our legitimate interests to ensure the smooth running of our website and our business. We are allowed to do this as long as our do not disproportionately intrude your privacy. You can disable cookies on your browser.
	Information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.	To improve the services we offer to you and others.	It is necessary for our legitimate interests to ensure the smooth running of our website. We are allowed to do this as long as our do not disproportionately intrude your privacy. You can disable cookies on your browser.
3	Information we receive from third parties		
	Tokens that refer to payments you have made from technical or payment services.	We have a legal obligation to do; And for the purposes of fraud protection and credit risk reduction	Because we have a legal obligation to do so; and It is necessary for our legitimate interests to ensure the smooth running of our business.

3 Sharing your information

3.1 We share your information with third parties as follows:

3.1.1 with our **Project Partners** - these are organisations who we work with to encourage more people to cycle more often - they fund programmes in some areas or for their staff. We don't share personal identifiable information with them without your explicit consent to do so. We may share general survey responses, for example, the barriers that you and others face to riding in your area so that our local partners in your area can look to use this information to improve the cycling environment.

3.1.2 If you win a prize the we may share your contact details with companies that provide the prizes for our prize draws - e.g.to pass your information onto the travel operator if you win a holiday so they can arrange the prize with you.

3.1.3 if we sell any business or assets, in which case we may disclose your personal information to the prospective buyer of such business or assets.

3.1.4 if we have a legal obligation to do so.

3.1.5 for the purposes of fraud protection and credit risk reduction.

3.2 If you object to our sharing or continuing to use your personal data with any specific third party, please contact us at support@lovetoride.net.

4 If you fail to provide personal information

4.1 You are required to provide the personal information set out in section 1 and if you make any purchases, also section 3 of the table.

4.2 If you do not provide the information We will not be able to provide our services to you.

Your duty to inform us of changes

4.3 We want to be sure that the personal information we hold about you is accurate and current.

4.4 Please log in and update your profile - if you need any help just let us know. You can contact us by support@lovetoride.net.

5 Change of purpose

5.1 We only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another purpose that is compatible with the original one.

5.2 If we want to use your personal information for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

5.3 We may process your personal information without your knowledge or consent but only where this is required or permitted by law.

6 Automated decision-making

- 6.1 We automatically enter you into prize draws when you use our site during a live competition.
- 6.2 Otherwise, you will not be subject to decisions that will have a significant impact on you based solely on automated decision-making unless we have a lawful basis for doing so and we have first notified you.
- 6.3 If you do not want to be automatically entered into prize draws please contact support@lovetoride.net.

7 Where will we store your personal information?

- 7.1 Any personal information that you submit to us will be held on secure servers, based within the European Economic Area (EEA).
- 7.2 Our website is hosted by Amazon Web Services who have confirmed their compliance with the GDPR and is compliant with the CISPE Code of Conduct for data protection.

Transferring information outside the EEA

- 7.3 We use a number of Google applications to support our work:
 - 7.3.1 Google Analytics to evaluate the performance of our site and improve the service we offer you. We may transfer information about you outside the EEA for this purpose. We will only do so where permitted by law.
 - 7.3.2 Google Drive to share documents around the company.
- 7.4 We also use Dropbox when sharing information amongst the team.
- 7.5 Both Google and Dropbox comply with the EU-US Privacy Shield Framework as set out by the US Department of Commerce regarding the collection, use and retention of personal information from European Union member countries. It is subject to enforcement by the Federal Trade Commission. This decision includes all their wholly-owned US subsidiaries.

8 Data security

- 8.1 We have put in place:
 - (a) appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.
 - (b) procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

9 How long will we keep your personal information for?

- 9.1 We will keep your personal information in our database for up to 24 months after your last interaction with Love to Ride, to allow us to securely review and delete inactive records.
- 9.2 We will retain pseudonymised transaction data for subscriptions for 7 years after the last payment to allow us to meet our legal obligations in relation to our accounting records.

10 Your rights

You have the following rights:

- to be told what we are doing with your personal information. We do this by providing you with this transparency notice;
- to correct or update the personal information we hold about you: you can do this by logging in and updating your profile.
- to object to the processing of your personal information;
- to request a copy of the personal information we hold about you;
- to ask us to delete the information that we hold about you where there is no good reason for us continuing to process it;
- to ask us to stop processing your personal information where we are relying on a legitimate interest and there is something about your particular situation which makes you want to object to processing on this ground;
- to ask us to restrict how we use your personal information for a period of time if you claim that it is inaccurate, and we want to verify the position or in some limited other circumstances;
- to ask us to send your personal information to another organisation in a computer-readable format;
- to complain to the Information Commissioner's office if you are unhappy with our use of your personal data: you can do this at <https://ico.org.uk/concerns/>. Do contact us straight away if you consider that we are not handling your personal information properly, so we can try and sort the problem out.

If we delete your personal information or restrict our use of it, we will not be able to provide our services to you.

If you want to exercise any of your rights, please contact support@lovetoride.net. We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights).

11 Cookie policy

11.1 Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

Information about our use of cookies

11.2 A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

11.3 You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

11.4 Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

11.5 We use the following cookies:

11.5.1 to manage your login to the website;

11.5.2 to remember your user ID to be able to load the correct site; and

11.5.3 to remember your named 'referrer' to link this to incentives and rewards.