

Limitless Mountains and Limitless AI Privacy Notice

Our contact details:

Limitless Mountains,
4 Granary House,
Micheldever Station,
Winchester,
Hampshire
SO21 3FD

team@limitlessmountains.com

www.limitlessmountains.com

Telephone: 07738737884

For all matters regarding your data please contact our Data protection officer Simon Weatherall using the above details.

What type of information we have

We will collect the following personal information about you, when you tell us, interact with our advertising, survey forms, are provided it by you or your organisation or when we are delivering our services to you and by analysis of your information for feedback to you or your organisation, including using website interactions, cookies, physical conversational data, videos, images, third party websites and products including wearable technology and emails.

We may collect the following personal information from you:

- Your Name
- Email address
- Health Information such as your heart rate and medical history
- Survey and interaction
- Financial Information
- Website, mobile application, wearable technology interaction and click data, plus user stats
- Google analytics information
- Video, sound and image information
- Online search preference information and third part platform information

How we get the information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- You have given us consent during to deliver our services to you or your organisation.

The following information may be used or collected

Data Type	How We collect this information	Why we require this information
Your Name	Collected on our website, from your organisation, using a survey form or if you provide it to us via email or other means.	To provide you with our services and to communicate with you
Email address and contact information to contact you or a member of your family or send you marketing information	Collected on our website, from your organisation, using a survey form or if you provide it to us via email or other means.	To provide you information about our services or to use emergencies
Health Information such as your heart rate	Collected on our website, from your organisation, using a health survey form or if you provide it to us via email or other means.	To use during our Data analysis
Location information		To use during our Data analysis, marketing and for safety
Survey and interaction data	Collected on our website, from your organisation, using a survey form or if you provide it to us via email, from third party technology organisations such as LinkedIn or other means.	To use during our Data analysis and for marketing purposes
Financial Information	If you provide it to us via email or other means.	To use for business services we provide
Website, mobile application, wearable technology interaction and click data, plus user stats	Using online platforms owned or managed by us or social media and online platforms	To use during our Data analysis and for marketing purposes
Google analytics information	From google analytics	To use during our Data analysis and for marketing purposes
Video, sound and image information	When we provide you a service, During our Mountain experiences or during Data analysis	To use during our Data analysis and for marketing purposes
Online search preference information and third part platform information	From 3rd party technology provider services such as LinkedIn, Twitter and Facebook	To use during our Data analysis and for marketing purposes

We also receive personal information indirectly, from the following sources in the following scenarios:

- Website interaction data and social media and online platforms managed by us or our providers.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

(a) Your consent. You are able to remove your consent at any time. You can do this by contacting

Simon Weatherall

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(b) We have a contractual obligation.

(c) We have a legal obligation.

(d) We have a legitimate interest.

What we do with the information

We use the information that you have given us in order to

It may be that some of the personal information you give us (for example, about your health and age) is sensitive personal data. Such information ("sensitive information") will only be disclosed with your express consent.

It may be that you provide us details of credit or debit cards or bank accounts in making payment to us. Any such information (confidential financial information) will be used to pay for your services with Limitless Mountains and Limitless AI.

We may use personal information collected about you to help us develop the layout of our website to ensure that our site is as useful and enjoyable as possible.

We may use your survey data, digital and physical interaction data, website click data, feedback regarding you team, your fitness levels and location information for Machine learning and AI analysis to provide you or your organisation with anonymous feedback and for Limitless Mountains / Limitless AI marketing purposes.

We may use personal information collected about you to let you know about functions on our Web site or changes to our terms and conditions of use.

We may provide aggregate statistics about sales, customers, traffic patterns and information to third parties, but these statistics will not include any information that identifies you.

We may share your information with third party service providers such as Facebook, Google, LinkedIn or third party providers acting on our behalf.

Disclosure policy

We do not store or disclose any financial information given by our customers.

How do we protect your information?

We have strict security procedures covering the storage of your information in order to prevent unauthorised access. This means that sometimes we may ask you for proof of identity or for other personal information before we can process your call or enquiry further.

How we store your information

Your information is securely stored on Google servers and Github.

We keep information we have related to you so we can provide you with our services for a period of 5 years from your last interaction with us unless specified specifically below. We will then dispose your information by deleting the information you provided to us in its original form from our servers.

Data Type	Duration	How its deleted
Your Name	5 years from your last interaction with us	Deleted from our servers
Email address and contact information to contact you or a member of your family or send you marketing information	5 years from your last interaction with us	Deleted from our servers
Health Information such as your heart rate	5 years from your last interaction with us	Deleted from our servers
Location information	5 years from your last interaction with us	Deleted from our servers
Survey and interaction data	5 years from your last interaction with us	Anonymised with personal identification information deleted from our servers
Financial Information	5 years from your last interaction with us	Deleted from our servers
Website, mobile application, wearable technology interaction and click data, plus user stats	5 years from your last interaction with us	Anonymised with personal identification information deleted from our servers
Google analytics information	5 years from your last interaction with us	Anonymised with personal identification information deleted from our servers
Video, sound and image information	5 years if this information is not being used for marketing purposes	Deleted from our servers or 3rd party providers
Online search preference information and third part platform information	5 years from your last interaction with us	Anonymised with personal identification information deleted from our servers

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal data in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at team@limitlessmountains.com if you wish to make a request.

How to complain

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113