North Berwick Bikes Privacy Policy

Effective Date: April 1, 2026

1. Introduction

North Berwick Bikes ("we," "our," or "us") is committed to safeguarding your privacy. This Privacy Policy outlines how we collect, use, store, and protect your personal information. By using our services, you agree to the terms described herein.

2. Information We Collect

We collect personal information that you voluntarily provide, including:

- **Name**
- **Email Address**
- **Phone Number**

This information is collected when you:

- Subscribe to our mailing list
- Book bike rentals or tours
- Contact us regarding our services

We do not use hidden tracking programs, collect IP addresses, or gather usernames and passwords. Additionally, we do not create statistical data from your personal information.

3. Purpose of Collecting Personal Information

We collect your personal information to:

1. **Facilitate Smooth Operations:** Ensure efficient scheduling and management of bike rentals and tours.
2. **Safety and Communication:** Contact you in case of schedule changes, emergencies, or other pertinent updates.
3. **Marketing Communications:** Send occasional updates about our services and promotions, only if you have subscribed to our mailing list. You can unsubscribe at any time.
4. **Legal Compliance:** Adhere to applicable laws and regulations.

4. Data Storage and Security

Our booking system is powered by Twice software, which provides the online platform enabling us to offer our products and services to you.

- **Payment Processing:** All direct payment gateways offered by Twice adhere to the standards set by the PCI Security Standards Council, ensuring the secure handling of credit card information.

- **Email Communications:** Emails related to bookings or inquiries are stored on a secure email platform accessible only through authenticated login credentials.

5. Communication Methods

We may contact you via:

- **Email:** For confirmations, updates, and responses to inquiries.
- **Phone:** For urgent matters or if additional information is required.
- **Social Media:** We may tag you in posts if you've participated in our tours or used our services. If you contact us through social media, we'll respond using the same platform unless otherwise requested.

6. Cookies and Tracking Tools

Our website uses cookies to:

- Recognise repeat visitors and enhance user experience.
- Ensure website security by verifying user authenticity.

You can adjust your browser settings to refuse cookies, but this may affect the functionality of our website.

7. Withdrawing Consent

If you wish to withdraw your consent for us to process your personal data, you can:

- Unsubscribe from our mailing list using the link provided in our emails.
- Contact us directly via email or phone to request data removal.

8. Privacy Policy Updates

We reserve the right to modify this Privacy Policy at any time. Changes will take effect immediately upon posting on our website. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

9. Contact Information

For questions or concerns regarding this Privacy Policy or to access, correct, amend, or delete any personal information we have about you, please contact us:

North Berwick Bikes
Address: Archerfield Walled Garden, Dirleton, EH39 5HQ
Phone: 07800 667403
Email: Tina@northberwickbikes.co.uk

Website: www.northberwickbikes.co.uk

Your privacy is of utmost importance to us, and we are committed to protecting your personal information.