

Privacy Policy

Date of Effect: 2024/10/01

At **Boutique Yachts LTD**, we are dedicated to maintaining the privacy of your personal data. This policy explains how we collect, handle, share, and protect your information when you interact with us, whether through our website, direct communication, or during the delivery of our services.

Our Identity

Boutique Yachts LTD is a company registered in the United Kingdom, with a business address at the International House, 142 Cromwell Road, London SW7 4EF, United Kingdom. As the controller of your personal data under applicable laws, including the General Data Protection Regulation (GDPR), we ensure that your information is managed responsibly.

If you need further clarification or have any inquiries regarding this policy, you can contact our **Data Protection Officer** at:

- **Email:** info@boutique.yachts
- **Address:** The International House, 142 Cromwell Road, London SW7 4EF, United Kingdom

What Data We Gather

We may gather different categories of personal data, including but not limited to:

- **Personal Identifiers:** Your full name, date of birth, gender, and nationality.
- **Contact Information:** Your address, email, and phone number.
- **Financial Data:** Payment details and transaction history.
- **Service Information:** Details of your yacht bookings and preferences.
- **Health Data:** Information on dietary or medical needs relevant to your service requests.
- **Technical Information:** Data like your IP address and browsing patterns on our website.

How We Collect Data

We collect your data through various means, including:

- **Direct Input:** Information provided directly by you via email, phone, or forms on our website.
- **Automated Collection:** Data gathered automatically through cookies or tracking tools when you browse our site.
- **Third Parties:** Occasionally, we receive data from trusted partners, such as yacht brokers or external service providers.

Why We Use Your Data

Your data helps us to:

- **Deliver Services:** This includes managing your yacht bookings, processing payments, and customizing services to meet your preferences.
- **Communicate:** We use your details to keep you updated on bookings, service changes, and general inquiries.
- **Marketing:** With your permission, we may send promotional content about our services, such as newsletters and offers.
- **Legal Compliance:** We might process your data to meet legal obligations, like verifying identity or reporting to authorities.
- **Website Improvements:** We use technical data to enhance your online experience and improve the functionality of our website.

Legal Basis for Data Usage

We rely on several legal grounds to process your data:

- **Contractual Necessity:** Your data is used to fulfill our contractual obligations, such as processing bookings and payments.
- **Legitimate Interest:** In cases where our legitimate business interests do not override your rights, we use your data to improve services or conduct marketing research.
- **Consent:** We seek your explicit consent when required, particularly for sending marketing communications or processing sensitive data like health information.
- **Legal Compliance:** We process data to meet legal requirements, such as tax regulations or fraud prevention laws.

How Long We Retain Data

We store your personal data only as long as necessary to fulfill the purposes outlined in this policy, or to comply with legal and regulatory requirements. For example:

- **Service Data:** Retained for as long as required to manage bookings or resolve disputes.
- **Financial Data:** Kept for the legally required period for tax and accounting purposes.

- **Marketing Data:** Held until you withdraw your consent or opt out of further communications.

When data is no longer needed, it is securely deleted or anonymized.

Protecting Your Data

We are committed to protecting your personal data through appropriate measures, including physical, electronic, and procedural safeguards. Data is accessible only to authorized personnel and is handled in accordance with the “need to know” principle.

International Transfers

When we transfer your data outside the European Economic Area (EEA), we ensure that appropriate safeguards are in place to protect your information. This could involve transferring data to countries deemed to provide adequate protection under GDPR, or using standard contractual clauses.

Sharing Your Data

We may share your personal data with trusted partners, including:

- Yacht owners and crew involved in fulfilling your service requests
- Financial institutions and payment processors
- IT service providers ensuring the proper functioning of our systems
- Legal authorities and regulators when required

We ensure that these partners handle your data in compliance with the law and this policy.

Your Data Rights

You have several rights regarding your personal data, including:

- **Access:** You can request access to the personal data we hold about you.
- **Correction:** You have the right to have inaccurate data corrected.
- **Deletion:** You may request the deletion of your personal data, subject to legal limitations.
- **Restriction:** You can ask us to suspend data processing under certain conditions.
- **Objection:** You have the right to object to processing for marketing or legitimate interests.
- **Portability:** You can request a copy of your data in a commonly used format.
- **Withdraw Consent:** If we rely on consent to process your data, you can withdraw it at any time.

To exercise these rights, please contact us using the details provided above.

Cookies and Tracking

We use cookies to improve your browsing experience and gather data on how our website is used. You can control cookies through your browser settings. For further details, refer to our.

Third-Party Links

Our website may contain links to third-party sites. We are not responsible for the privacy practices of these external sites. We encourage you to review their privacy policies before providing them with personal data.

Text message communications. We use text messaging to communicate with you about your service. Normal messaging rates apply and the frequency of messages may vary. Mobile Carriers are not liable for delayed or undelivered messages.

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Opt-out of text message communications

You may opt out of text messaging at any time by replying to any message with STOP contacting us at info@boutique.yachts. This will end the communications from that particular phone number. You may continue to receive service-related and other non-marketing text messages from other phone numbers managed by Company, and you may opt out of those in a similar fashion.

Policy Changes

This privacy notice may be updated periodically to reflect changes in our practices or legal requirements. The most recent version will be available on our website, and we encourage you to review it regularly.