

Hardest Adventures - Privacy Policy

Last Updated – 27 August 2025

Hardest Travel Group Ltd, trading as Hardest Adventures (“we”, “us”, “our”), registered in England & Wales under company no. 16134869, understands that protecting your data and privacy is a serious responsibility. This Privacy Policy explains how we collect, use, store and share your personal information, and sets out your rights under the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR).

We may update this policy from time to time. Please check back regularly to stay informed.

1. What data we collect

The information we collect depends on how you interact with us. It may include:

- Personal details: name, date of birth, email, phone number, address, passport details, emergency contacts.
- Special category data: medical information, dietary requirements (where necessary for trips).
- Booking and participation data: products purchased, travel insurance details.
- Digital data: website usage, cookies, IP address, device/browser details, social media engagement.
- Other data: job applications, event registrations, competition entries, or any information you choose to provide.

2. How we collect your data

- Directly from you (bookings, forms, emails, events, social media).
- From partner organisations (charities, universities, suppliers) relevant to your challenge.
- Automatically, through cookies, analytics, and advertising tools (see our Cookie Policy)

3. Why we use your data

We process your personal information for the following purposes:

- To fulfil our contract with you (e.g. booking and running your challenge).
- To manage our relationship with you (e.g. customer service, complaints).

- To send marketing communications where you have consented or where legitimate interests apply.
- To comply with legal or insurance obligations.
- To analyse and improve our services and website.
- To run events, recruitment processes, or competitions.

4. Who we share your data with

We only share your data where necessary and proportionate:

- With suppliers (e.g. airlines, ground operators, insurance providers) to deliver your booking.
- With charity partners, universities, or student unions (limited to what is required for fundraising or participation).
- With third-party service providers (e.g. cloud storage, CRM, payment processors, advertising platforms).
- With regulators or authorities where legally required.

Some recipients may be outside the UK. Where this occurs, we ensure adequate safeguards are in place (e.g. UK IDTA or international data transfer agreements).

5. How long we keep your data

- General enquiries: up to 12 months.
- Challenge participants: normally 3 years after your trip
- Marketing subscribers: until you unsubscribe.
- Job applicants: up to 12 months unless otherwise agreed.
- Certain records may be kept longer to meet legal or insurance obligations.

6. Your rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you.
- Request correction or deletion of your data.
- Object to or restrict certain processing.
- Withdraw consent at any time (where consent is the legal basis).
- Request transfer of your data to another provider.

You can exercise these rights by contacting us at team@hardestadventures.com. You also have the right to lodge a complaint with the UK Information Commissioner's Office (www.ico.org.uk).

7. Cookies and tracking

Our website uses cookies and similar technologies for analytics, functionality, and targeted advertising (including Google and Meta platforms). You can control cookies through your browser or opt-out of marketing cookies via our Cookie Policy.

8. Contact us

If you have questions or concerns about how we handle your data, please contact:

Data Protection Officer

Hardest Travel Group Ltd (trading as Hardest Adventures)

325a Goring Road, Goring-By-Sea, Worthing, England, BN12 4NX

Email: team@hardestadventures.com