



Fly Odyssey  
Althorne Hall Farm  
Fambridge Road  
Althorne  
Essex  
CM3 6BZ

## **Fly Odyssey Privacy Policy**

This Privacy Policy will provide you with information on how we at Fly Odyssey are committed to respecting and protecting your privacy.

Your privacy is very important to us, so we want you to understand our practices with regard to collecting and using your personal data both online and offline, and the steps we take to safeguard it. This statement applies to all personal data collected from our customers.

When this Privacy Policy uses the term “personal data”, the term has the meaning ascribed to it in the Data Protection Act of 1998 (“DPA”). For your general understanding, that includes (but may not be limited to) data that identifies a particular individual, such as the individual’s name, postal address, e-mail address, credit card number, and telephone number. We welcome any and all questions and feedback. For privacy-related issues, please contact us at: Fly Odyssey, Althorne Hall Farm, Fambridge Road, Althorne, Essex, CM3 6BZ.

Telephone number: 01621 743711. E Mail: [m.mvhugh@flyodyssey.co.uk](mailto:m.mvhugh@flyodyssey.co.uk)

### **Information we collect**

#### **Personal data**

We may collect and process personal data which you provide us when you:

- Inquire about our services
- Book a holiday
- Book any fly fishing days
- Book a guide
- Hire fly fishing equipment
- Purchase tackle
- Contact us

#### **Use of data that we collect**

- Provide the services that you request
- Contact you with regard to any enquiry
- Send you catalogues or promotional offers we believe may be of interest to you
- Send you the Fly Odyssey newsletter
- provide information concerning any bookings or tackle that you may have purchased.

Your email address will be used only for the Fly Odyssey newsletter and will not be shared with any third parties. instructions for unsubscribing are included in every email.

**We do not use cookies on our website to collect any information.**

**We do not share our postal mailing list to any other companies or individuals.**

## **Your Choices**

We offer choices about the types of information you receive from us. If you prefer not to receive catalogues or other communications from Fly Odyssey, or if you prefer to receive them less frequently, please contact us at the address shown above. If you no longer wish to receive our e-mail Newsletter you may contact us at the address above or unsubscribe using the link provided in each edition of the E-mail Newsletter.

***Please be sure to provide us with your exact name and address, so that we can be sure to identify you correctly.*** Because mailings are planned in advance, it may take several weeks for your request to become effective. If, due to human error, you continue to receive unwanted communications, please contact us again and we will make every effort to correct the situation.

## **Email Use**

When you provide us your email address, we may send you emails necessary to process your booking or respond to a request, or, if you agree to it, to receive our company emails. For example, after you make a booking at Fly Odyssey, you will receive an email confirmation. Recipients of our Email Gift Cards will receive an email notifying them of the gift and instructing them how to redeem it.

It is our intent to send you promotional email only if you have agreed to receive it.

Instructions on how to unsubscribe are included in each company email we send.

Your email address will be used only for the Fly Odyssey company emails, to respond to your request, or to process your booking, or to help us determine how we will market to you in the future. Fly Odyssey does not sell or trade email addresses. Instructions for unsubscribing are included in every promotional email. Please note, transactional emails that are related to your order are not considered promotional.