

## **BOISE RIVER OUTDOOR OPPORTUNITIES PRIVACY POLICY**

This privacy policy explains what personal data Boise River Outdoor Opportunities (BROO) collects and processes about our members (“you” or a “guest”), and the purposes for which that personal data is used.

### **WHAT PERSONAL DATA BROO COLLECTS**

BROO collects personal data about its members, both before and during your membership with BROO. We collected personal data both online, via our member app and portal or website, and also in person at our premises.

The information collected by BROO includes: information you provide to us for your trip (eg contact details and billing information); communication preferences for marketing emails; records of your interactions with staff at BROO (eg bookings); information we collected when you attend BROO trips; and information collected automatically, using cookies and other tracking technologies (eg which pages you viewed and whether you clicked on a link in one of our email updates). We also may collect emergency contact information.

### **HOW BROO USES THIS PERSONAL DATA**

BROO uses this personal data primarily to set up and administer your trip. However, other uses of your personal data include: BROO’s marketing; responding to a query or complaint; to improve our guest experience, and monitor its usage; and ensuring the safety of our guests.

We contract with a number of guides.

You may also see adverts for BROO on third party websites, including on social media. These ads may be tailored to you using cookies (which track your web activity, so enable us to serve ads to customers who have visited BROO). Where you see an ad on social media, this may be because we have engaged the social network to show adverts to our customers, or users who match the demographic profile of our customers. In some cases, this may involve sharing your email address with the social network. If you no longer want to see tailored ads you can change your cookie and privacy settings on your browser and these third party websites.

BROO generally relies on the following legal bases to process your personal data:

- That it is necessary to perform our contract with you.
- That it is necessary to comply with a legal obligation.
- That it is necessary for our legitimate interests to operate, promote and protect BROO operations..

### **WHEN BROO SHARES PERSONAL DATA**

BROO may share personal data about you with our group companies, and with third parties in the course of managing BROO, including with our equipment providers, BROO staff, our

professional and legal advisers, and where we consider it necessary to protect BROO, our employees or members of the public.

## **WHERE IS YOUR PERSONAL DATA STORED, AND HOW LONG IS IT KEPT?**

If we transfer personal data outside the US we will ensure that your privacy rights are adequately protected by appropriate safeguards. These safeguards may include the US's Privacy Shield standard contractual clauses. Please contact us if you would like more information about these safeguards.

We will keep your personal data for as long as we need it for the purposes set out above. Where we no longer have a need to keep your personal data, we delete or anonymise the relevant information.

## **YOUR RIGHTS REGARDING YOUR PERSONAL DATA**

You have certain rights in respect of your personal data, including the right to access, correct, restrict, and request the erasure of your personal data, and obtain a copy of it in a machine-readable format.

You also have the right to object to your personal data being used for certain purposes, including to send you marketing. You can usually opt out of marketing by clicking the *unsubscribe* link in any of our emails. Please note that where you unsubscribe from our marketing communications, we will keep a record of your email address and/or phone number (as applicable) to ensure we do not send you marketing emails in future.

We will comply with any requests to exercise your rights in accordance with applicable law. To make any requests regarding your personal data, or if you have any questions or concerns regarding your personal data, you should contact us using the details below. You are also entitled to raise any concerns with the US Department of Commerce.

## **CONTACT US**

If you have any queries on any aspect of our Privacy Policy or wish to exercise any of your rights referred to above, please contact us by email at [info@theBROO.com](mailto:info@theBROO.com) or by post at the address below.

Boise River Outdoor Opportunities  
412 51st Street  
Garden City, ID 83714

This privacy policy was last updated in June 2021. If we make any changes to this privacy policy, we will post the revised privacy policy on our websites, and so we encourage you to check back regularly.