



GO VERTICAL – PRIVACY POLICY

1. Data Controller

GO Vertical Limited is the Data Controller for the purposes of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Contact details:

Email: matt@govertical.co.uk

Phone: +44 7956 004002

Website: www.govertical.co.uk

2. Personal Data We Collect

We collect personal data necessary to deliver recreational activities, training, safety services, and business-to-business work. This may include names, contact details, dates of birth, emergency contact details, relevant medical information, consent and declaration forms, business contact details, invoicing information, and site or project-related information.

3. How We Use Personal Data

Personal data is used to manage bookings, deliver services, maintain safety and supervision standards, prepare risk assessments and method statements (RAMS),

communicate with clients and participants, comply with legal and insurance obligations, and administer accounts.

4. Lawful Basis for Processing

We process personal data under the lawful bases of contract, legal obligation, legitimate interests, vital interests (to protect health and safety), and consent where required.

5. Special Category Data

Medical and health-related information is treated as special category data. It is collected only where necessary for safety, accessed only by relevant staff, stored securely, and used solely to manage participation safely.

6. Sharing Personal Data

We may share personal data with instructors, staff, insurers, professional advisers, regulatory bodies, or emergency services where necessary. We do not sell personal data or share it for third-party marketing.

7. Data Retention

Personal data is retained only for as long as necessary to meet legal, safety, operational, and insurance requirements. Retention periods align with our Recreational and B2B Terms and Conditions.

8. Data Security

We take appropriate technical and organisational measures to protect personal data, including secure digital storage, restricted access, and secure handling of paper records.

9. Photography and Media

Photographs or video may be taken during activities for training, reporting, or promotional purposes. Consent will be obtained where required, and individuals may opt out at any time.

10. Your Rights

You have the right to access, correct, restrict, or request deletion of your personal data, and to withdraw consent where processing is based on consent. Requests should be made in writing.

11. Complaints

If you are unhappy with how we handle personal data, please contact us first. You also have the right to complain to the Information Commissioner's Office (ICO) at www.ico.org.uk.

12. Policy Updates

This Privacy Policy may be updated from time to time. The most recent version will always apply.