

## Adventure Days UK Direct Marketing Policy

At times, Adventure Days UK may contact individuals directly with information about courses and services on offer which might be of interest. Adventure Days UK is committed to privacy and therefore these offers will only be sent to individuals who have indicated that they are happy to receive such information.

### Method of communication

Direct marketing will only be sent by email, and all emails will contain an unsubscribe link.

### Consent

Individuals will not receive direct marketing emails unless they have **opted in** to them by subscribing to Adventure Days UK mailing list or by ticking the box on a consent form to indicate they wish to receive marketing emails. Opting out of marketing emails will not affect the services on offer from Adventure Days UK and consent to marketing emails can be withdrawn at any time.

### Opt out list

Adventure Days UK will maintain a list of individuals who have unsubscribed from marketing emails, and we will screen against this list prior to sending marketing emails to ensure that they are only received by those who have agreed to them.

### Subscriber list

Adventure Days UK will maintain a subscriber list including details of consent obtained for marketing emails.

### How to unsubscribe

If, after opting in to receive marketing emails, an individual wishes to withdraw their consent and unsubscribe from the mailing list this can be done by clicking the unsubscribe link at the bottom of every marketing email or by contacting [adventuredaysuk@gmail.com](mailto:adventuredaysuk@gmail.com). Upon receiving this notification the individual will be removed from marketing email lists and added to the opt out list. However, this will not affect emails that are sent as part of our contract or service with an individual.

For further information please contact:

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