

Privacy Policy

Last updated: 25 March 2026

At **Wild River Campers**, we are committed to protecting your privacy and handling your personal information with care, transparency and respect.

This Privacy Policy explains how we collect, use and protect your personal data when you visit our website, contact us, enquire about a campervan conversion, book campervan hire, or otherwise use our services.

By using our website, you acknowledge the practices described in this Privacy Policy.

1. Who we are

Wild River Campers

11B Wilne Road, Sawley, Nottingham, NG10 3DF

info@wildrivercampers.co.uk

07756 990392

www.wildrivercampers.co.uk

For the purposes of UK data protection law, **Wild River Campers** is the **data controller** responsible for your personal data.

2. The information we collect

We may collect and process the following personal information:

Information you provide to us

You may give us your information by:

- filling in a contact form on our website;
- requesting a quote for a campervan conversion;
- enquiring about campervan hire;
- booking one of our services;
- subscribing to our emails;
- contacting us by email, phone or social media;
- submitting feedback, testimonials or reviews.

This information may include:

- your name;
- email address;
- telephone number;
- billing address;
- booking details;
- collection or return details;
- information about your conversion requirements;
- information about your planned trip or preferences where relevant;
- payment information;
- any other details you choose to share with us.

Information we collect automatically

When you visit our website, we may automatically collect certain technical information, including:

- your IP address;
- browser type and version;
- device type;
- operating system;
- referring website;
- pages visited;
- time spent on the website;
- clicks and browsing actions.

Information we receive from third parties

We may also receive information from trusted third parties, such as:

- payment providers;
- website and analytics providers;
- booking systems;
- email marketing platforms;
- advertising platforms;
- social media platforms.

3. How we use your information

We use your personal information to:

- respond to your enquiries;
- provide quotes for campervan conversions;
- manage campervan hire bookings;
- process payments;

- communicate with you about your booking, project or enquiry;
- provide customer support;
- improve our website, services and customer experience;
- send important service-related updates;
- send marketing communications where permitted;
- keep appropriate business and financial records;
- prevent fraud or misuse of our website and services;
- comply with legal and regulatory obligations.

4. Our lawful bases for processing your data

Under UK data protection law, we must have a lawful basis for using your personal data. We rely on the following, where appropriate:

Contract

We process your data when it is necessary:

- to take steps at your request before entering into a contract; or
- to fulfil our contract with you.

For example, this includes preparing a quote, confirming a booking, managing a conversion project, or arranging campervan hire.

Legitimate interests

We may process your data where it is reasonably necessary for our legitimate business interests, provided your rights and freedoms are not overridden.

This may include:

- responding to general enquiries;
- improving our services and website;
- maintaining customer records;
- preventing fraud;
- managing our business effectively.

Legal obligation

We may process your data where necessary to comply with the law, including:

- tax and accounting requirements;
- consumer law obligations;
- insurance obligations;
- responding to lawful requests from regulators or authorities.

Consent

Where required, we rely on your consent, including for:

- certain marketing communications;
- non-essential cookies and tracking technologies.

Where we rely on consent, you can withdraw it at any time.

5. Marketing

We may send you marketing emails about our campervan hire, bespoke conversions, availability, offers, updates, or related services, where permitted to do so.

You can unsubscribe from marketing emails at any time by:

- clicking the unsubscribe link in any marketing email; or
- contacting us directly at info@wildrivercampers.co.uk.

Please note that opting out of marketing will not stop us from sending you service-related messages about an active enquiry, booking or project.

6. Cookies and website tracking

Our website may use cookies and similar technologies to:

- help the website function properly;
- remember your preferences;
- understand how visitors use our website;
- improve website performance;
- support marketing and advertising activity.

Some cookies are essential for the website to work. Others, such as analytics or advertising cookies, are optional.

Where required by law, we will ask for your consent before placing non-essential cookies on your device.

You can control cookies through:

- our cookie banner or cookie settings tool; and
- Your browser settings.

You can create a separate **Cookie Policy** if your website uses analytics, Meta Pixel, Google Ads tracking, embedded maps, videos, or social media feeds.

7. Sharing your information

We may share your personal information with trusted third parties where necessary to run our business and provide our services. These may include:

- website hosting providers;
- website developers or IT support providers;
- payment processors;
- booking software providers;
- email marketing platforms;
- analytics providers;
- accountants, insurers and professional advisers;
- finance providers, where relevant;
- legal or regulatory authorities, where required by law.

We only share information where necessary and take reasonable steps to ensure it is handled securely.

8. International transfers

Some of the third-party services we use may store or process personal data outside the UK.

Where this happens, we will take appropriate steps to ensure your personal information remains protected in line with UK data protection law.

9. How long do we keep your information

We only keep personal information for as long as necessary for the purposes for which it was collected, including to meet legal, tax, accounting or insurance requirements.

As a general guide, we may retain:

- enquiry data for up to **12 to 24 months** after last contact;
- quotation records for up to **24 months**;
- customer booking and project records for up to **6 years** after completion;
- financial records for as long as required by law;
- marketing records until you unsubscribe or ask us to stop.

We may retain information for longer periods where necessary to establish, exercise, or defend legal claims.

10. How we protect your information

We take appropriate technical and organisational measures to help protect your personal data against unauthorised access, misuse, loss, alteration or disclosure.

These measures may include:

- secure passwords and systems;
- restricted access to personal information;
- secure payment processing;
- trusted third-party service providers;
- software updates and basic security controls.

However, no system can ever be guaranteed completely secure, and sending information over the internet is always at your own risk.

11. Your rights

Under UK data protection law, you may have the right to:

- request access to the personal data we hold about you;
- ask us to correct inaccurate or incomplete information;
- ask us to delete your personal data;
- ask us to restrict how we use your data;
- object to certain types of processing;
- object to direct marketing;
- request the transfer of certain data to you or another organisation;
- Withdraw consent where we rely on consent.

To exercise any of these rights, please contact us at info@wildrivercampers.co.uk.

12. Complaints

If you have any concerns about how we use your personal data, please contact us first, and we will do our best to resolve the issue.

You also have the right to make a complaint to the **Information Commissioner's Office (ICO)**, the UK regulator for data protection matters.

13. Third-party links

Our website may include links to third-party websites, social media platforms or external services. If you follow those links, please note that those websites have their own privacy policies, and we are not responsible for how they handle your data.

14. Children's privacy

Our website and services are not intended for children to use independently. We do not knowingly collect personal data from children unless a parent or guardian provides it in relation to an enquiry, booking or service.

15. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, legal requirements or the way we handle personal information.

Any changes will be posted on this page, and the updated version will take effect as soon as it is published.

16. Contact us

If you have any questions about this Privacy Policy or how your data is handled, please contact:

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