

Privacy Policy

Anchor Charters Limited — last updated July 2026

Anchor Charters Limited ("we", "us") is committed to protecting your privacy. This policy explains what personal information we collect, why, and what rights you have over it. We keep it in plain English because we'd rather you actually read it.

Who we are. Anchor Charters Limited, a company registered in England and Wales (company number 17328072), is the data controller for the personal information described here. You can contact us about anything in this policy at bookings@anchorcharters.co.uk.

What we collect, and why

When you book or enquire, we collect your name, email address, phone number, party details and your payment for the booking. We use this to operate your charter or tour, take payment, send your confirmation and joining instructions, and respond to your enquiry. We process this information because it's necessary to perform our contract with you (or to take the steps you've asked for before entering one).

Health and safety information. Sailing on a fast boat at sea means we ask about medical conditions, mobility, and whether anyone in your party is a non-swimmer. This is health information, which the law treats with extra care — and so do we. We collect it only with your consent, use it solely to plan and run your trip safely, share it only with your skipper (and with emergency services if a situation ever requires it), and delete it after your charter. You can give any of these details privately to your skipper if you prefer.

When you contact us, we keep your message and our reply so we can deal with your enquiry and refer back to what was agreed.

When you browse our website, our website platform (Wix) uses cookies — small text files — to make the site work, remember your choices and help us understand how the site is used so we can improve it. You can manage cookies through the site's cookie banner and your browser settings.

Who we share it with

We never sell your personal information. We share it only with the partners needed to run the business: **Wix**, which hosts our website and processes bookings; our **payment processor**, which handles your card securely (we never see or store your full card details); **GetYourGuide**, if you booked a tour through their platform; **Appley Manor Hotel**, where your booking includes a stay or dining with them (we share only what they need for your reservation); and our **professional advisers** (such as accountants) where necessary. We may also share information where the law requires it — for example with HM Coastguard, harbour authorities or law enforcement — or where safety at sea makes it necessary.

Some of our service providers (such as Wix) may process data outside the UK; where they do, they are required to protect it to UK standards under recognised legal safeguards.

Marketing

If you've booked with us or asked to hear from us, we may occasionally send you news and offers we genuinely think you'll enjoy — new tours, seasonal dates, the odd sandbank cricket match. Every message includes an

unsubscribe link, and you can opt out at any time by clicking it or emailing us. We'll never pass your details to anyone else for their marketing.

How long we keep it

Booking and payment records are kept for up to seven years, as required for tax and accounting. Health and safety information is deleted after your charter. Enquiries that don't become bookings are deleted within twelve months. Marketing details are kept until you unsubscribe.

Your rights

You have the right to ask us for a copy of the information we hold about you, to have it corrected or deleted, to restrict or object to how we use it, to withdraw consent (for example, to marketing or to health information) at any time, and to receive your data in a portable format. Just email bookings@anchorcharters.co.uk — we'll respond within a month. If you're ever unhappy with how we've handled your information, you can complain to the Information Commissioner's Office at ico.org.uk, though we'd welcome the chance to put it right first.

Children

Our services carry children from age 8 as part of a family or supervised group, and any information about them (such as ages for lifejacket sizing) is provided by the responsible adult. Our website and marketing are directed at adults.

Changes to this policy

If we change this policy, the updated version will appear on this page with a revised date below. Significant changes will be flagged clearly.

Last updated: July 2026

*Anchor Charters Limited · Registered in England & Wales · Company No. 17328072
This policy should be read together with our Terms & Conditions and Booking Policy at anchorcharters.co.uk*