



# ipse wilderness

Journey Inside, Outside

Therapeutic wilderness journeys

## Privacy Policy

Ipse wilderness is a tiny business; it's just me, Julia, and I am the sole keeper of your data and information. The business email address is ipsewilderness@gmail.com and the postal address is 4 Pope's Folly, Brighton BN2 4AN.

I collect and store the info ipse wilderness needs to provide you with the service you buy, or might buy, from us. The legal basis for my storing your data is, either: consent (i.e. you gave me your data, knowing what I would do with it) or legitimate interest (i.e. I can reasonably expect you to not mind too much receiving an occasional marketing email from me).

I store your info on my computer; I have a spreadsheet with your name, email address, your approximate age (if I know it) and a note about any walks I think you might be interested in. That's it. It is password-protected, and I don't allow anyone else access to it, or sell it on to any third parties. I do nothing radical with your info. I use what I know of you, including your purchase history, to target you with emails about products you might like. For example, if you've expressed interest in an ipse walk, I'll occasionally ask you if you want to do another similar walk.

If you sign up to my newsletter, Mailchimp (the system I use to manage my subscribers) stores your name and email address and ads it to a secure spreadsheet which I use to send out my monthly emails. Mailchimp is GDPR compliant and has their own privacy policy. You can unsubscribe from these Mailchimp emails at any time by clicking the unsubscribe button.

If you book onto a walk, I will send you emails about the walk; two or three in advance, and one afterwards to say thanks.

After a walk, the feedback form invites participants to opt in to receive the newsletter. If they tick 'yes', their email address will be added to Mailchimp. I also offer participants to join a secure WhatsApp group of the participants on that walk. I set this group up by adding your mobile number to my phone contacts, add participants who wish to join, and then I leave the group. I won't ever text or call you unless you want me to.

If you say something lovely about an ipse wilderness walk, I might put the quote on my website, but anonymously.

I use Google and Squarespace Analytics to see which pages of my website people are looking at. It doesn't store any personal data about you; just your IP address. All I see is that a person has interacted with my website in a particular way.

Cookies are text files which websites store. When you visit 'ipse wilderness' for the first time, a cookie is downloaded onto your PC. The next time you visit, your PC checks to see if it has a cookie that is relevant and sends the information contained in that cookie back to the site. The site then 'knows' that you have been there before, and tailors what pops up on screen to take account of that fact. You can set your browser to refuse all or some browser cookies. If you disable or refuse cookies, please note that some parts of the ipse wilderness website may become inaccessible or not function properly.

I use social media and might invite you to 'like' the ipse facebook page, and join the ipse facebook group. If you get in touch with ipse wilderness on facebook, I add your name to the spreadsheet on my computer. If I become familiar with you, I might connect with you on Twitter or Instagram. I might send you a private message on facebook inviting you to sign up to the newsletter. You are not required to follow our social media accounts, and you are free to block me and hide all ipse wilderness posts.

If you want to be deleted, just email me at ipsewilderness@gmail.com and I'll delete all the info I have on you. You can also email me to ask to see all the info I have on you.

W: [ipsewilderness.co.uk](http://ipsewilderness.co.uk)  
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