ATG OXFORD

Privacy Policy

How we collect, use and protect your personal data

Effective from 11 May 2026

This Privacy Policy explains how Alternative Travel Group Limited, trading as ATG Oxford ("we", "our", "us"), collects, uses, stores and protects your personal data. It applies to anyone who interacts with us — whether as a client, prospective client, brochure recipient, newsletter subscriber, website visitor, supplier, or job applicant.

We are committed to the responsible handling of personal data and comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 (as amended), and the Data (Use and Access) Act 2025.

1. Who we are and how to contact us

Alternative Travel Group Limited is the controller of your personal data under data protection law. Our details are:

- **Company:** Alternative Travel Group Limited, trading as ATG Oxford
- **Registered company number:** 1449375
- **Registered office:** Prama House, 267 Banbury Road, Oxford, OX2 7HT, United Kingdom
- **Email:** trip-enquiry@atg-oxford.com
- **Telephone:** +44 (0) 1865 315 678

If you have any questions about this policy or wish to exercise any of your rights, please contact us using the details above.

2. The personal data we collect

Depending on your relationship with us, we may collect and process the following categories of personal data:

2.1 Identity and contact data

Your name, postal address, email address, telephone number, date of birth, nationality, and passport details (where required for hotel check-in on escorted trips in certain countries).

2.2 Booking data

Details of your booking, including the trip selected, travel dates, room preferences, dietary requirements, walking ability, emergency contacts, insurance details, and any specific requirements you have shared with us.

2.3 Financial data

Payment details necessary to process deposits and balance payments. Card details are not stored on our systems; payment is processed through PCI-compliant providers.

2.4 Feedback and correspondence

The content of any correspondence between us, including questionnaires completed after your trip, emails, letters, and notes from telephone conversations.

2.5 Marketing preferences

Your preferences regarding receiving newsletters, brochures, and information about future trips and events.

2.6 Technical data

Information about your device and how you interact with our website, collected through cookies and similar technologies. Please see our Cookie Policy for full details.

2.7 Employment data

If you apply to work with us, we collect the information you provide in your application, including your CV, references, and the results of any selection process.

3. How we use your personal data

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

3.1 Performance of a contract

We process your booking data, identity and contact details, and financial data in order to provide the trip you have booked. This includes communicating with hotels, restaurants, tour leaders, and other suppliers, processing payments, and providing pre-trip information.

3.2 Legitimate interests

We rely on our legitimate interests for:

- Responding to enquiries and brochure requests.
- Sending you information about future trips, events, and offers where you have previously travelled with us (you can opt out at any time).
- Improving our trips, our service, and our website.
- Maintaining records for business administration and protecting the interests of the company.
- Investigating and preventing fraud or other unlawful activity.

In each case we have balanced our interests against your rights and freedoms and concluded that the processing is proportionate.

3.3 Consent

We rely on your consent for sending you marketing communications by email if you have not previously travelled with us, and for setting non-essential cookies on our website where consent is required. You can withdraw your consent at any time without affecting the lawfulness of processing carried out before withdrawal.

3.4 Legal obligation

We retain certain financial and contractual records for periods required by tax, accounting, and consumer protection legislation — typically up to seven years.

4. Who we share your data with

We share your personal data only where necessary to provide our services or where required by law. Recipients may include:

- Hotels, restaurants, and other accommodation and meal providers featured in your trip.
- Airlines and ground transport providers, where flights or transfers are part of your arrangements.
- Tour consultants and route managers operating your trip, who receive only the information they need to look after you.
- Mailing houses, where used to distribute brochures or newsletters; these are selected for compliance with applicable data protection codes of practice.
- Payment processors and banks, who handle card payments under their own compliance regimes.
- Professional advisors, including accountants, lawyers, and insurers, where reasonably required.
- Regulators and law enforcement authorities, where we are required to share information by law.

We do not sell your personal data, and we do not share it with third parties for their own marketing purposes.

5. International transfers

Some of our trips operate outside the United Kingdom. To deliver your trip we share necessary booking information with hotels and other service providers in those countries — currently this includes destinations in the European Economic Area and, for a small number of trips, further afield. Where personal data is transferred outside the UK or EEA, we ensure that appropriate safeguards are in

place, such as the UK International Data Transfer Agreement or transfers to countries the UK government has determined to provide an adequate level of protection.

6. How long we keep your data

We keep your personal data only for as long as we need it for the purposes set out in this policy, or for as long as the law requires. In practice:

- Active booking files are retained while the trip is being planned and delivered.
- Records of trips taken are kept while there is a legitimate business interest in doing so, in particular to administer our 11th-trip-free loyalty scheme and to send you information about future trips.
- Financial and contractual records are kept for up to seven years to meet tax and accounting obligations.
- Enquiry and brochure-request data is kept only while there is reasonable expectation of further contact, typically up to two cycles of mailing.
- Feedback questionnaires are retained only until any issues raised have been addressed, after which the data is anonymised and used solely for service improvement.

When we no longer need your personal data, we securely delete or anonymise it.

7. How we protect your data

We take the security of personal data seriously. Our measures include password-protected access to our systems, firewall and anti-virus protection, encryption of data in transit where appropriate, and restricted access on a need-to-know basis. Our payment processing complies with the Payment Card Industry Data Security Standard (PCI DSS).

8. Your rights under UK GDPR

You have the following rights in relation to your personal data:

- **Right of access** — to ask for a copy of the personal data we hold about you.
- **Right to rectification** — to ask us to correct inaccurate or incomplete information.
- **Right to erasure** — to ask us to delete your data in certain circumstances.
- **Right to restrict processing** — to ask us to stop using your data in certain ways.
- **Right to data portability** — to receive your data in a structured, machine-readable format.

- **Right to object** — to object to our processing based on legitimate interests, and to opt out of direct marketing at any time.
- **Right to withdraw consent** — where we rely on your consent, you can withdraw it at any time.
- **Rights related to automated decision-making** — we do not use automated decision-making or profiling in any way that produces legal effects.

To exercise any of these rights, please contact us using the details in section 1. We will respond within one month, although we may extend this by a further two months where requests are complex. There is normally no charge.

9. Verifying your identity

To protect your privacy, when you contact us about your personal data we will ask you to verify your identity. Enquiries from third parties about your data — including from friends, colleagues, or family members — will be refused. We will instead invite the enquirer to leave a message, which we will pass on if we have your contact details.

10. Complaints

If you are unhappy with the way we have handled your personal data, please contact us first using the details in section 1, and we will do our best to resolve the matter. You also have the right to complain to the Information Commissioner's Office, the UK supervisory authority for data protection:

- **Website:** ico.org.uk
- **Telephone:** 0303 123 1113
- **Post:** Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

11. Cookies

Our website uses cookies and similar technologies. For full details please see our separate Cookie Policy, which forms part of this Privacy Policy.

12. Changes to this policy

We may update this Privacy Policy from time to time to reflect changes in our practices or in applicable law. The date at the top of the document shows when it was last updated. Where changes are significant, we will draw them to your attention by an appropriate means — for example, a notice on our website or, where we have your contact details, by email.