



DIGITAL & SOCIAL MEDIA SMS & WHATSAPP MESSAGING POLICY

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Digital Media Policy

I. Introduction

This Policy outlines how **Skydive Jersey Ltd** collects, uses, and protects your personal information when you visit our website and use our services. We value your privacy and are committed to complying with applicable data protection laws, ensuring your data is handled responsibly.

II. Information Collection and Use

Whilst using our social media channels, commenting, posting, taking part in competitions or submitting information via our website, your personal information will be used to provide or promote our services related to our Skydiving business. This information is subject to our 'Data privacy Policy' which is available to view separately on our website.

- **Cookies**

- Our website uses cookies to better the users experience while visiting the website. Cookies are small files saved to the user's computers hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website. Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors. This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computers hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information on <http://www.google.com/privacy.html> . Other cookies may be stored to your computers hard drive. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.

- **CONTACT & COMMUNICATION :**

- Users contacting this website and/or its owners do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use, as detailed in the Data Protection Act 1998. Every effort has been made to ensure a safe and secure form to email submission process but advise users using such form to email processes that they do so at their own risk. This website and its owners use any information submitted to provide you with further information about the products / services they offer or to assist you in answering any questions or queries you may have submitted. This includes using your details to subscribe you to any email newsletter program the website operates. Or whereby you the consumer have previously purchased from or enquired about purchasing from Skydive Jersey Ltd. a product or service that the email newsletter relates to. Your details are not passed on to any third parties. You retain the right to be removed from any such mailing list, and we include an Unsubscribe link, in any such electronic mail material.

- **SOCIAL MEDIA PLATFORMS :**

- Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively. Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email. This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

- **IMAGES AND ADVERTISING :**

- We reserve the right to use any images or video in our digital advertising and social media channels, unless you have specifically opted out of this clause in the booking process. If we have made an error, or you change your mind, please let us know as soon as possible and we shall have any unapproved images removed as soon as possible from any website or social media channels.

- All data is collected with your consent, and we only use it for the purposes outlined in this policy.

III. Cookie Usage and Management

We use cookies to enhance your experience on our website. Cookies are small files that are stored on your device, enabling us to remember your preferences and provide personalised services.

Cookie Type	Purpose	Expiry Date
Essential	To enable website functionality	Session-based
Performance	To analyse website performance	1 year

You can manage your cookie preferences by adjusting your browser settings. You can choose to accept or reject non-essential cookies.

IV. SMS & WhatsApp

We use SMS messaging to remind you of your bookings, and to contact you at short notice for availability and timings to skydive. Your mobile numbers are stored securely on our servers, and never passed on to any third parties.

We do not accept SMS and WhatsApp messages as communications for cancellations or notice of non attendance, which should be done in advance via email.

V. Contact and Updates

For any inquiries or concerns about our Digital or Social media Policy, please contact us via the following details:

- **Email:** info@skydive.je
- **Company Name:** Skydive Jersey Ltd
- **Mobile Number:** 07797813944
- **Company Address:** PO Box 88, Jersey, JE4 9PF
- **Website:** www.skydive.je

Please review the policy periodically for any changes. This policy was last updated on **30th January, 2025**, and we may update it from time to time.