



## Privacy Policy for Hydroscape-Group

Last Updated: 01/01/2026

### 1. Introduction

Welcome to the Hydroscape-Group privacy notice.

Hydroscape-Group ("we", "us", or "our") respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our website, engage our consultation or monitoring services, or utilize our licensing application assistance. It also tells you about your privacy rights and how the law protects you.

### 2. Important Information and Who We Are

#### Purpose of this Privacy Policy

This privacy policy aims to give you information on how Hydroscape-Group collects and processes your personal data through your use of our services, including any data you may provide when signing up for newsletters, purchasing services, or providing site access for monitoring.

#### Controller

Hydroscape-Group is the controller and responsible for your personal data.

#### Contact Details

If you have any questions about this privacy policy, please contact us using the details below:

Full name of legal entity: Hydroscape-Group

Email address: [info@hydroscape-group.co.uk](mailto:info@hydroscape-group.co.uk)

### 3. The Data We Collect About You

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store, and transfer different kinds of personal data about you which we have grouped together follows:

**Identity Data:** Includes first name, last name, username or similar identifier, and title.

**Contact Data:** Includes billing address, site address (for monitoring/consultation), email address, and telephone numbers.

**Transaction Data:** Includes details about payments to and from you and other details of consultation, monitoring, or licensing services you have purchased from us.

**Technical Data:** Includes internet protocol (IP) address, browser type and version, time zone setting and location, and operating system and platform on the devices you use to access our website.

**Profile Data:** Includes your purchases or orders made by you, your interests, preferences, feedback, and survey responses.

**Site/Environmental Data:** While primarily ecological, data regarding specific land ownership, fishery rights, or tenancy required for cormorant monitoring or licensing applications may be linked to your personal identity.

**4. How Is Your Personal Data Collected?**

We use different methods to collect data from and about you including through:

**Direct interactions.** You may give us your Identity and Contact Data by filling in forms or by corresponding with us by post, phone, email, or otherwise. This includes personal data you provide when you:

Enquire about our consultation or monitoring services.

Instruct us to handle a licensing application on your behalf.

Grant us access to land for migratory cormorant data collection.

Subscribe to our publications.

Request marketing to be sent to you.

**5. How We Use Your Personal Data**

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

**Performance of Contract:** Where we need to perform the contract we are about to enter into or have entered into with you (e.g., conducting a site consultation or submitting a license application).

**Legitimate Interests:** Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

**Legal Obligation:** Where we need to comply with a legal or regulatory obligation (e.g., reporting requirements to environmental bodies).

**Specific Purposes**

**Consultation & Monitoring:** To process and deliver your order including managing payments, fees, and charges, and to collect and recover money owed to us.

**Licensing Applications:** To process applications for wildlife management licenses. This often requires sharing specific details (Site location, ownership proof, previous deterrent methods) with government bodies (e.g., Natural England, DEFRA, NatureScot, or NRW).

**Ecological Research:** Data regarding cormorant populations on your land is generally anonymized for research, but site-specific data may be retained for client reports.

**6. Disclosures of Your Personal Data**

We may have to share your personal data with the parties set out below for the purposes set out in paragraph 5 above.

**Governmental & Regulatory Bodies:** Including but not limited to Natural England, DEFRA, NatureScot, and Natural Resources Wales for the purpose of processing license applications and submitting mandatory return data.

**Professional Advisers:** Acting as processors or joint controllers including lawyers, bankers, auditors, and insurers.

**Service Providers:** Acting as processors who provide IT and system administration services.

**We require all third parties to respect the security of your personal data and to treat it in accordance with the law.**

**7. Data Security**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors, and other third parties who have a business need to know.

**8. Data Retention**

How long will you use my personal data for? We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

**Note:** For licensing applications, specific statutory retention periods may apply regarding ecological data and license returns.

**9. Your Legal Rights**

Under certain circumstances, you have rights under data protection laws in relation to your personal data, including the right to:

Request access to your personal data.

Request correction of your personal data.

Request erasure of your personal data.

Object to processing of your personal data.

Request restriction of processing your personal data.

Request transfer of your personal data.

Right to withdraw consent.

If you wish to exercise any of the rights set out above, please contact us.