Privacy Policy

Merchant Traveller Ltd

Last updated: 20 October 2026

1. Introduction

Merchant Traveller Ltd ("Merchant Traveller", "we", "us" or "our") is committed to protecting your privacy and handling your personal information responsibly.

This Privacy Policy explains how we collect, use, store and protect personal information when you visit our website, contact us, enquire about our services or book an adventure, expedition or training programme.

We process personal information in accordance with applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations (PECR), as amended.

2. Who We Are

Merchant Traveller Ltd is a company registered in England and Wales.

Company number: 15935792

Registered office: 4A Park Street, Towcester, NN12 6DQ

Contact email: team@merchanttraveller.com

Merchant Traveller Ltd is the data controller for personal information that we collect and process for our own business purposes. Our activities include specialist adventure travel, expeditions and professional training, including programmes offered through the Darién Academy.

3. Information We Collect

Depending on how you interact with us, we may collect the following information:

Personal and contact information

- Name, email address, telephone number and postal address.
- Information submitted through website contact forms or enquiries.
- Correspondence relating to our services.

Booking and travel information

- Booking details, travel dates and participant information.
- Passport details, nationality and other information necessary for international travel arrangements.
- Emergency contact information.
- Insurance details and relevant travel documentation.
- Payment and transaction records.

Health and safety information

For certain expeditions or training programmes, we may need to collect relevant medical information, including health conditions, allergies, medication and other information necessary to assess participation requirements or make appropriate safety arrangements.

We will collect only information reasonably necessary for these purposes and explain how it will be used when requested.

Website information

When you visit our website, certain technical information may be collected, including your IP address, browser type, device information, pages visited and website interactions.

This information may be collected through cookies and similar technologies, subject to applicable legal requirements.

4. How We Use Your Information

We use personal information to:

- Respond to enquiries and provide information about our services.
- Process bookings and administer travel arrangements.
- Coordinate expeditions, activities and training programmes.
- Communicate important travel, operational and safety information.
- Arrange services with our approved local operating partners.
- Meet legal, regulatory and accounting obligations.
- Maintain the security and functionality of our website.
- Send marketing communications where permitted by law.

We do not sell your personal information to third parties.

5. Our Legal Basis for Processing

Under UK GDPR, we must have a lawful basis for processing personal information.

Depending on the circumstances, we rely on:

Contractual necessity: Where processing is necessary to provide services you have booked or to take steps at your request before entering into a contract.

Legal obligation: Where information must be processed to comply with applicable legal or regulatory requirements.

Legitimate interests: Where processing is necessary for the reasonable operation, security and administration of our business, provided these interests are not overridden by your rights and freedoms.

Consent: Where consent is required, including for certain marketing activities, optional website cookies and specified uses of sensitive information.

Vital interests: Where processing is necessary to protect someone's life in an emergency.

Where we process health information or other special category personal data, we will also identify an appropriate additional condition under Article 9 of the UK GDPR, such as explicit consent or, where applicable, vital interests.

6. Sharing Your Information

We may share relevant personal information with trusted third parties where necessary to deliver our services.

These may include:

- Local destination management companies and expedition operators.
- Professional guides, instructors and accommodation providers.
- Transport and travel service providers.
- Insurance providers and emergency assistance organisations.
- Payment processors, website providers and IT service providers.
- Professional advisers and regulatory authorities where required.

For expeditions in Panama, this may include sharing necessary participant information with our local operating partner, Ecotour Darién.

We limit the information shared to what is reasonably necessary for the relevant service and take appropriate steps to protect it.

Our operating partners may act as independent data controllers for certain activities. Where this applies, their own privacy notices may also govern their handling of your information.

7. International Data Transfers

As an international travel and expedition business, we may need to transfer personal information outside the United Kingdom, including to Panama and other countries where our services are delivered.

Where such transfers are subject to UK GDPR international transfer requirements, we will ensure that an appropriate lawful transfer mechanism applies.

Depending on the circumstances, this may include UK adequacy regulations, approved contractual safeguards or an applicable legal exception.

Where appropriate safeguards are used, we will undertake the required transfer assessment.

You may contact us for further information about the safeguards applicable to your personal information and how to obtain a copy.

8. Medical Information and Expedition Safety

Certain activities offered by Merchant Traveller may take place in remote environments where access to medical facilities is limited.

To support safe participation, we may request relevant medical and emergency information before departure.

Such information will be:

- Collected only where reasonably necessary.
- Accessed by authorised personnel with a legitimate operational need.
- Shared with guides, medical professionals or emergency responders where necessary and legally permitted.
- Stored securely and retained only for an appropriate period.

We will not use medical information for unrelated marketing purposes.

Where emergency contact details are supplied, we ask participants to ensure their nominated contacts are aware that their information has been provided to us.

9. Marketing Communications

We may contact you with information about our expeditions, training programmes, events and other services where permitted by applicable law.

Where consent is required, we will obtain it before sending electronic marketing communications.

You may opt out of marketing communications at any time by using the unsubscribe option provided or contacting us directly.

We will continue to send essential communications relating to existing bookings and contractual arrangements where necessary.

10. Cookies and Website Analytics

Our website may use cookies and similar technologies to support its operation, improve functionality and understand how visitors interact with our content.

Some cookies are necessary for the website to function. Other cookies, including certain analytics and marketing cookies, may require your consent or may be used under an applicable legal exemption.

Where consent is required, these technologies will not be activated until you have provided it.

You can manage your preferences through our website's cookie controls, where available, or through your browser settings.

Further information about the specific cookies we use, their purposes and retention periods will be provided in our Cookie Policy, or cookie preferences notice.

11. How Long We Keep Your Information

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, including meeting legal, contractual, accounting and safety obligations.

Retention periods depend on the nature of the information and the circumstances in which it was collected.

For example:

- Enquiry information is retained for a limited period where no booking is made.
- Booking and financial records may be retained for the periods required by applicable accounting, tax and legal obligations.
- Medical information is reviewed and retained only for as long as necessary for relevant safety, legal or claims-related purposes.
- Marketing information is retained until consent is withdrawn, an objection is received, or it is no longer required.

Where appropriate, information will be securely deleted or anonymised.

12. How We Protect Your Information

We take reasonable technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure.

These measures may include access restrictions, secure systems, appropriate service-provider arrangements and procedures for handling personal information.

Although we take appropriate precautions, no internet-based system can be guaranteed to be completely secure.

13. Your Data Protection Rights

Under UK data protection law, you have rights relating to your personal information, subject to applicable conditions and exemptions.

These include the right to:

- Request access to personal information we hold about you.
- Request correction of inaccurate or incomplete information.
- Request deletion of your information in certain circumstances.
- Request restriction of certain processing activities.
- Receive certain information in a portable format.
- Withdraw consent where processing relies on consent.
- Object to certain processing activities.
- Challenge qualifying solely automated decisions, where applicable.

You have the right to object at any time to the processing of your personal information for direct marketing purposes.

To exercise your rights, please contact us using the details in Section 2.

We will respond within the timeframes required by applicable law.

14. Third-Party Websites

Our website may contain links to third-party websites, including local operating partners, travel providers and external services.

We are not responsible for the privacy practices or content of websites operated by other organisations.

We recommend reviewing their privacy policies before providing personal information.

15. Under 18s Information

Our expeditions and specialist training programmes are primarily intended for adults.

We do not knowingly collect personal information from under 18s through our services except where an activity specifically permits participation by minors and appropriate arrangements are in place.

Where necessary, we will obtain appropriate parental or guardian authorisation and apply relevant data protection safeguards.

16. Automated Decision-Making

We do not currently intend to use solely automated decision-making that produces legal or similarly significant effects on individuals.

If this changes, we will provide the information required by applicable data protection law.

17. Changes to This Policy

We may update this Privacy Policy periodically to reflect changes in our services, business operations or legal requirements.

The latest version will be published on our website with the date of the most recent update.

Where required, we will notify individuals of material changes affecting the processing of their personal information.

18. Contact and Complaints

If you have questions about this Privacy Policy or how we handle personal information, please contact:

Merchant Traveller Ltd

Email: team@merchanttraveller.com

Registered office: 4A Park Street, Towcester, NN12 6DQ

If you are dissatisfied with how we handle your personal information, please contact us so that we can investigate your concerns.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's independent data protection regulator.

Information Commissioner's Office

Website: https://ico.org.uk

Telephone: 0303 123 1113

You can raise a complaint with the ICO without first contacting us, although we welcome the opportunity to address your concerns directly.