

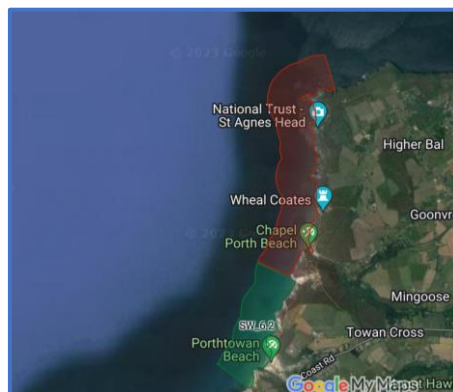
How will we protect your fishing and personal information?

A lot of sea anglers will be cautious about providing information about where they fish and what they catch. That is **perfectly understandable** - you don't want everyone knowing your favourite marks, where you caught that specimen fish or where you go for particular species. **We have worked with sea anglers for years** to make sure you can be confident that the vital information you give via Catchwise is safe and that you do not share what you do not want to. Whether fishing from the **shore, a private boat** or a **charter boat**, we have methods in place to protect your data – and your fishing secrets.

1. Protecting Shore and Private Boat Anglers' Data

Locations

For Catchwise all shore and private boat anglers will be interviewed when they are out fishing – that's the way to get the most reliable data. However, when we do these surveys we will only **record** the general stretch of coastline being fished – what we call the sampling unit – which looks like this:



However, even so, we will only **analyse and report** this in a much more generalised, aggregate way at **regional** level. This means that even if you are interviewed on your favourite mark, this detailed information will never go anywhere, nor be shared.

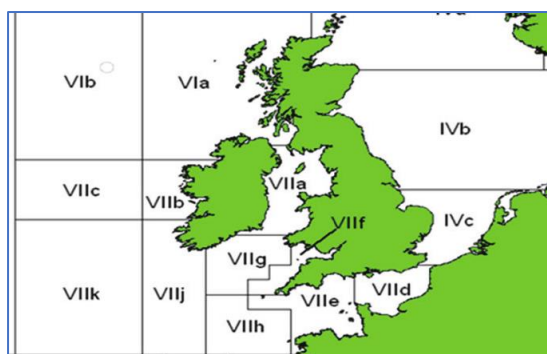
Catches

If surveyed you will be asked about what you have caught in that session, the length of the fish and how many you have kept and released. However, as with location, we are only interested in the aggregated numbers caught by all anglers, and will only be analysing and reporting total numbers, not individual catches. None of the catches will be attributed to individual anglers and all catch data will be anonymised.

2. Protecting Charter Boat Data

Locations

For charter skippers, we will only record your home port and only record catches by ICES rectangle. We do not want to know precise locations of catches – such as specific wrecks – nor details of drifts or areas you fish – that’s your business! So we will only ask which **ICES Region** you fished in on any particular day. As with shore angling, only anonymised, aggregated data at an ICES **regional** level will be produced.



Catches

For charter skippers we will only ask you to record **total weight of kept** and **returned** fish and only of some core species. As with the shore survey, we are only interested in the aggregated numbers caught by all anglers and will only be analysing and reporting total numbers across the fleet, not individual catches. If do you want to provide details of other species, that’s entirely up to you – and if you do want a record of all your catches you record, we can also do that but it will be for your own use, not ours.

3. Protecting Everyone’s Data

All information you provide is **stored completely securely** on Substance’s own servers – and we are accredited by ISO27001 for Data Security. That is the highest form of data security accreditation and is audited annually, with a full recertification every 4 years.

Protecting other Data

Any other data information you provide will be anonymised. We also use some methods to things like home postcode (if you choose to provide it) – we apply what is called a **‘jitter’ to the Lat Long** of the postcodes. This means we ‘move’ Lat Long randomly a small degree so when we are analysing it with, it is not the exact locations that you have recorded.

Deleting information

If you want to delete your data, providing you have provided a contact email or phone number, you can do this at any time – that is your legal right under data protection law and it is enshrined in the data protection for Catchwise.

Contact us

If you have **any concerns** at all about how your data is handled, how you should enter data and what we do with it, please contact us. We are always here to help and to provide more information.

catchwise@substance.net