

# Privacy Policy Statement for Pentre Bach Holiday Cottages

This policy (together with any other documents we refer to) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

## **Who we are**

“We” or “us” means Pentre Bach Holiday Cottages.

If you wish to contact us, please email cottages@pentrebach.com

By contacting us, using our services or visiting our website, which is owned and controlled by us (“our site”), you are accepting and consenting to the practices described in this policy unless you inform us otherwise. This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed and used by us. By visiting our web site and possibly going on to make a booking with us, you are accepting and consenting to the practices described in this policy.

For the purpose of the Data Protection Act 1998 (the Act) your data is being collected by Mike and Wilma Senior of Pentre Bach, Llwyngwrl, Gwynedd, LL37 2JU. In the event of us selling on the business, we understand that you would be happy for any subsequent owners to utilise this data for the same purposes as outlined in this policy.

## **Information we collect from you**

We may collect and process the following data about you:

### Information you give us.

You may give us information about you by filling in forms on our site or by corresponding with us by phone, e-mail or otherwise. This includes information you provide if you register to use our site, subscribe to our service, participate in blogs or other social media functions on our site or if you were to report a problem with our site. The information you give us may include your name, address, e-mail address and phone number. We will ask you to complete our booking form before your visit. We are required by law to ask some of the questions such as the names of all the adults over the age of 16 and their nationality.

### Information we collect about you.

With regard to visits to our site we may automatically collect the following information:

- Technical information. This could include the Internet Protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
- About your visit – This could include the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.

### Information we receive from other sources.

We may receive information about you from third parties such as online travel agents or booking engines. When that data is collected from you, you should be informed by those third parties at that stage that it may be shared internally by us and combined with data collected from multiple sources.

We also work with third parties (including, for example, advertising networks, analytic providers, search information providers,) and may receive information about you from them.

We also receive information about you from cookies.

## **Uses made of the information**

We use information held about you in the following ways:

### Information you give to us.

We will use this information to:

- notify you about changes to our service;
- ensure that content from our site is presented in the most effective manner for you and for your device.

In agreeing to accept this policy, we will utilise the information you have provided to us for marketing purposes in order to :-

- . tell you about any special offers we may have
- . provide you with information about other services we offer that are similar to those that you have already enquired about or receive from us.
- . provide you, or permit selected third parties to provide you, with information about goods or services we feel may interest you. If you are an existing customer, we will only contact you by electronic means (e-mail or SMS) with information about goods and services similar to those which were the subject of a previous sale or negotiations of a sale to you. If you are a new customer, and where we permit selected third parties to use your data, we (or they) will contact you by electronic means only if you have consented to this.

#### **Information we collect about you.**

Examples of how we will use this information includes (but is not limited) to;

- . administer our services, and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- . improve our site to ensure that content is presented in the most effective manner for you and for your device;
- . allow you to participate in interactive features of our services, when you choose to do so;
- . keep our services, site and premises safe and secure;
- . measure or understand the effectiveness of our service.

#### **Information we receive from other sources.**

We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

#### **Disclosure of your information**

You agree that we can share your personal information with:

- . our suppliers and sub-contractors for the performance of any contract we enter into with them to allow us to provide services to you, and only where they are under a duty to deal with your personal data in accordance with the law; and
- . anonymously, with analytics and search engine providers that assist us in the improvement and optimisation of our site or business.

We will disclose your personal information to third parties:

- . in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
- . if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use or terms and conditions of supply of services and other agreements; or to protect the rights, property, or our safety, the safety of our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

#### **Cookies**

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- Strictly necessary cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- Analytical/performance cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- Functionality cookies. These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

To enable us to monitor the usage of our website and the success of our marketing, we use Google Analytics, which uses a variety of cookies. These are used to track visitors and collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.

If you would like to see a full up-to-date list of all cookies used by our website, you can use the following cookie-checking website <http://sitebeam.net/cookie-law/test-your-compliance/> (other cookie-checking websites are available). Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies. You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

### **Where we store your personal data**

The data that we collect from you may be transferred to, and stored at a destination outside the European Economic Area ("EEA"). By providing us with your personal data, you agree to this transfer, storing and/or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us is stored on our secure servers or on secure servers operated by a third party. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

When we have requested your bank details for the purpose of making a one-off refund via a bank transfer we will then delete your details from our bank records and we will not retain a copy of those details.

### **Your rights**

You have the right to ask us not to process your personal data for marketing purposes. We will ask for your permission before collecting your data if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. If you have given us permission to disclose information about you to a third party, you may revoke that permission at any time by contacting us.

You have the right (subject to certain restrictions) to request any of the following; we ask that you send such requests to our contact details as listed above:

- **Access** – to access all the personal data we hold about you;
- **Erasure** – that we erase all personal data we hold about you, if that data is no longer being used for the purposes you have consented to or if you revoke your consent;
- **Portability** – to copy or transfer the personal data we hold about you to another party.

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

### **Data retention**

We will not store your data for any longer than is necessary. If you are a user of our services, then your information will be held for as long as you continue to use our services.

If you cease to use our services, your personal data will be anonymised for statistical purposes shortly after you stop using our services.

### **Changes to our privacy policy**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.