

Privacy Policy

Key Details

- Policy Prepared by: Laura Salisbury
- **Approved by Management on:**
- Policy became operational on: 01/04/2019
- Next Review Date: 01/04/2020

Introduction

This Privacy Policy explains what personal information the company collects and how it handles this information, to ensure that an individual's rights are protected. When you make an enquiry or reservation with our hotels, we may ask you to provide certain personal information including your full name, email address, home address, contact number and payment details.

When you visit our websites we may also collect information on an ongoing basis through on-line analytics tools about what pages you access or visit, and information about your use of our site, for example the pages viewed, the website from which you came to visit our site, changes you make to information you provided to us and your transactions including by use of cookies.

What do we do with your information & how long do we keep it for?

We may use your information for the following purposes:

- in the normal course of our business, to allow us to provide you with our services to allow us to manage your reservation
- to allow us to analyse your personal preferences and personalise our services to you;
- to store your data to pre-populate fields to make it easier for you to provide information on repeat bookings
- to communicate with you including sending you information about products and services which we think may be of interest to you.
- to validate your information to check that the data we hold about our customers is accurate, consistent and up to date
- in pursuit of our legitimate interests, to record CCTV footage to ensure the safety and security of our premises, staff and customers;
- to comply with any legal obligations to which we are subject

We only store your personal information for as long as necessary for the purposes listed above and to meet our legal obligations as a company.

What are your rights?

Access to your personal data: You have the right to request a copy of any information which we hold about you. If you wish to receive a copy of this information please email reception@thesharnbrookhotel.com

Right to withdraw: Where you have given your consent for us to use your personal data, you may withdraw your consent at any time.

Rectification: You may ask us to rectify inaccurate information held about you. If you would like to update the data we hold about you, please email reception@thesharnbrookhotel.com

Right to object: You may object to our processing of your personal data pursuant to this Privacy Policy. Please contact us on the contact details above, providing details of your objection.

Online Cookies

Cookies are small files saved to your computer's hard drive that track, save and store information as well as your interactions and usage of our websites. The primary purpose for collection of data from users to our site is to allow us to provide a smooth efficient and personalised experience while using our site. You are advised that if you do not consent to the use and saving of cookies from our website on to your computer hard drive then you should take necessary steps within your web browser security settings to block all cookies from this website and its external serving vendors.

Other cookies may be stored on your computer hard drive by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. It should be noted that no personal information is stored, saved or collected.

Security & Data Storage

We will treat all of your information in strict confidence and we will endeavour to take all reasonable steps to keep your personal information secure once it has been transferred to our systems. We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of your personal information, and data stored on our IT systems, the website(s) and associated databases.