



Bear's Cottage

67 Main Street
Bretforton
Nr Evesham
WR11 7JH

PRIVACY POLICY

About This Policy

The Data Controller is Bear's Cottage registered address 67 Main Street Bretforton, Near Evesham Worcestershire, WR11 7JH. When we say "we", "our", "us", etc., that's who we're talking about.

We are grateful for the trust you place in us to arrange your holiday and to use your personal information responsibly. We are committed to protecting your information and we believe you have a right to know how we will use it. This policy sets out the data protection principles we follow.

This policy covers our dealings with customers – people who have booked or are looking to book a holiday. Please note that our customers must be over the age of 21 and we do not therefore collect personal information from children.

We will update our Privacy and Cookies Policy as data protection law or business practice changes. You can always find the latest version of this policy on our website, www.bearscottagebretforton.co.uk. This version of the policy is effective from 10 May 2018.

Your Rights

We generally use your data either on the basis of your consent or based on a contract between us (e.g. when you book a holiday). You have the right to withdraw your consent.

If you withdraw your consent, we will stop processing your data as requested. Bear in mind if you have a holiday booked and you have not yet travelled, we'll still need to hold onto your data so we can process the holiday. That's because the contract between us is the basis for using your data (rather than consent). For more information, see the "Legal basis of processing" section below.

If you are concerned about the processing of your data, please contact our Data Protection Officer (see above). If you are unhappy with our use of your data, you also have the right to make a complaint to the Information Commissioner's Office, which supervises data protection in the UK.

You have the right to receive a copy of your personal data. You also have the right to request that we correct or remove your data when there remains no legal basis for keeping it. Please note that when these rights are exercised, we will conduct identification checks in order to ensure your privacy is safeguarded. You will need to contact us by email or post, to exercise these rights



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Personal Information We Collect

In order to provide you with the best possible holiday service, we collect the following information:

Identification title, name, age range.

Contact Details postal addresses (main and billing), telephone numbers, email addresses.

Bookings holiday start/end dates, cost of holiday and amounts paid limited details of other people booked on the same holiday (title, names, age range).

Communication emails

Holiday Experience any feedback you leave.

Electronic Identifiers cookies, IP addresses. We do not knowingly use cookies or track IP addresses that can contain personally identifiable data.

How We Use Your Personal Information

We use your personal information to:

- Manage your holiday booking/letting
- Understand how to improve our service
- Detect and prevent fraud or abuse of our services
- Communicate with you, including for example, responding to your emails, handling customer service matters and so on
- With your permission, send you offers

How We Collect Personal Information

We receive personal information from:

- You, as you provide it to us (e.g. when booking a holiday, leaving a review or enquiring about letting our property)
- Your use of our website by completing a holiday availability request or sending us an email from it.

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Legal Basis Of Processing

There are several grounds on which we will store and use your data. As follows:

Consent for certain types of processing, we rely on your consent to use your data. You may withdraw your consent at any time (see "Your rights", above).

Contract much of the time, our use of your data will be because of the contract between us – that is, in relation to your holiday booking. We will usually retain relevant data for up to six years from the date the contract completes – e.g. the last day of your holiday.

Legal Obligations we are under certain binding legal obligations, such as accounting to the government for tax and making financial records available for audit. In such cases, we are typically obliged to retain data for up to seven years from the date of the transaction.

Legitimate Interests we use data to manage our operation and to make business process improvements. Rest assured, our legitimate interests will never override your right to privacy

How We Share Your Personal Information

- We store your data on a protected server
- We do not share or sell your data with third parties
- We do not transfer your data outside the UK or the European Union

Security Of Your Data

We have appropriate security measures in place to protect against the loss, misuse or alteration of information that we have collected from you

Payment

We accept payment by bank transfer or by cheque and we do not store this information

Measuring website usage (Google analytics)

We have not registered our website to use Google Analytics.

We do monitor website usage through our suppliers but no personal identifiable information is tracked or kept. This is to make sure our website meets our users' needs and to understand how we could do it better.

The information about what pages are visited, how long people are on the site and how people got there. They do not collect or store your personal information (e.g. your name or address) so this information cannot be used to identify who you are.

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Use Of Cookies

A cookie is a small piece of data that is sent to your browser from a web server and stored temporarily on your computer. A cookie cannot read data off your hard disk, read cookie files created by other web sites or damage your system.

We do not knowingly store or use cookies on our website.