

ASHBERRY HOTEL PRIVACY NOTICE

The Ashberry Hotel is a bed and breakfast guest house. This Privacy Notice explains how we use the information we collect about you when you register online with us or carry out transactions for goods and services via our website or in our hotel. Your information may also be sent to us by third party agents or services that you engage with to make your reservation. We are committed to comply with the requirements of all applicable data protection laws and to ensure all our employees comply with the legislation.

For the purposes of the legislation the data controller is Gill and John McCartney trading as The Ashberry Hotel @ 103 The Mount YO24 1AX

A printed copy of this Privacy Notice is available on request from a member of staff or by emailing us at enquiries@theashberry.co.uk.

The information we collect about you and how we use it.

We collect information about you when you send an email, either directly or through one of the portals we use, to make an enquiry or to make a booking. You may also give us your information by communicating with us by phone, email or otherwise. In addition, we may collect further information, (for example, proof of identity and nationality) as necessary to provide our services and to deal with your queries. We may also collect information via CCTV.

We use the information collected for the purposes of:

- processing your hotel booking, complying with our legal obligations, and to provide you with our services in relation to the booking of your hotel room;
- providing reservation and booking services for our venues;
- internal analysis, advertising & marketing purposes;
- keeping records and accounts;
- crime prevention and detection (including CCTV at hotel sites);
- maintaining health and safety records

We may also use your information, without your knowledge or consent, where this is required or permitted by law.

The information we collect includes:

- Full name, address, date of birth, driving license no, marital status, contact details - phone and email, next of kin details;
- Other personal data such as bank account details;
- Details of the goods and services provided to you and your preferences.

We share this information with the following:

- Members of staff – to provide you with goods and services and for the other purposes mentioned above;
- Lee Otterburn IT Services – to enable them to administer our IT systems;
- Castlegate (web services) – to maintain and develop our website;

- Accountants, lawyers and other professional advisers.

Lawful Justification

Our lawful basis for processing this information is that it is necessary to allow us to perform our contractual obligations or that it is necessary for our legitimate interests. We may also collect, use, disclose and process your information, without your knowledge or consent, where this is required or permitted by law.

Disclosure

We may pass your information to organisations and persons in connection with our business and where we are required to, or permitted, by law. For example, credit reference agencies and other companies for use in credit decisions, fraud prevention and to pursue debtors, debt collection agencies, and government agencies if we are under a duty to disclose or share your information in order to comply with any legal obligation or to defend or exercise our legal rights.

Marketing

If you have given your consent, we may use your information for the purposes of marketing our products and services and those of our strategic partners and business associates for marketing and communication purposes. e.g. informing you of our latest activities, special offers and promotions. In order for us to market products and services which are of special interest and relevance to you, we may analyse and rely on your overall interaction with us (such as but not limited to your participation in promotions or events and your interactions with us).

Data Retention

We delete data in accordance with our records retention policy which aims to ensure we only hold data for as long as necessary for the lawful purposes for which the data is processed.

Access to the data held by us or raising a concern

Under the Data Protection Act 2018 and the GDPR you may have certain rights including: -

- Access: you may ask us if we hold your personal data and, if we are, you can request access to your personal data. This may enable you to receive a copy of the information we hold about you;
- Correction: you may request that any incomplete or inaccurate personal data we hold about you is corrected;
- Erasure: you may ask us to delete or remove personal data that we hold about you in certain circumstances;
- Restriction: you may withdraw consent for our use of your personal data, or ask us to suspend the processing of certain of your personal data about you in certain circumstances;
- Portability: you may request the transfer of your personal data to another party under certain conditions.

- Objection: where we are processing your personal data based on a legitimate interest (or those of a third party) you may object to processing on this ground.

If you wish to exercise your rights, you may speak with any member of staff or email enquiries@theashberry.co.uk.