

Broad Bay House Bed and Breakfast Ltd is aware of its obligations under the General Data Protection Regulation (GDPR) and is committed to processing your data securely and transparently. This privacy notice sets out, in line with GDPR, the types of personal data that we collect and process about our guests and web-site visitors. It also sets out how we use that information, how long we keep it for and other relevant information about your data. If you have any requests concerning your personal information which you supply to Broad Bay House or any queries with regards to our data processing, please contact us at: [stay@broadbayhouse.co.uk](mailto:stay@broadbayhouse.co.uk)

Disclosures:

We will not sell your data or personal information to any third parties.

Data protection principles:

In relation to your personal data, we will:

- process it fairly, lawfully and in a clear, transparent way collect your data only for specified and specific purposes
- only collect the minimum information we need to meet the purpose
- only use it in the way that we have told you about
- ensure it is correct and up to date
- keep your data for only as long as we need it
- process it securely, reducing the risk of it being lost or stolen.

What data we collect about you

Personal data means any information capable of identifying an individual. It does not include anonymized data. We may process certain types of personal data about you as follows:

- **Identity Data** may include your first name, maiden name, last name, username, marital status, title, date of birth and gender.
- **Contact Data** may include your billing address, email address and telephone numbers.
- **Financial Data** may include your bank account and payment card details.
- **Transaction Data** may include details about payments between us and other details of purchases made by you.
- **Technical Data** may include, internet protocol addresses, browser type and version, browser plug-in types and versions, time zone setting and location, operating system and platform and other technology on the devices you use to access our website.
- **Profile Data** may include bookings you have made with us in the past, your dietary requirements, preferences, feedback and survey responses.
- **Usage Data** may include information about how you use our website

Why we process your data

There are 6 lawful reasons for processing personal data, which are:

- You give consent for us to process your data

- It is necessary to fulfil a contractual obligation with you
- There is a regulatory obligation on us to do so
- It is in the legitimate interest of the company to do so
- It is in the public interest to do so
- It is in your vital interest to do so

How we collect your data

We collect personal data about you through a variety of different methods including:

- Direct Interactions: You may provide data when filling in forms on the website (or otherwise) by communicating with us by post, phone, email, or otherwise, including when you:
  - Make a booking
  - Request marketing material be sent to you
  - Give us feedback or leave us a review
- Automated technologies or interactions: As you use our site, we may automatically collect Technical Data about your equipment, browsing actions and usage patterns. We collect this data by using cookies, server logs and similar technologies. We may also receive technical data about you if you visit other websites that use our cookies.
- Third parties or publicly available sources: We may receive personal data about you from various third parties and public sources as set out below:
  - Analytics providers such as Google based outside the EU;
  - Identity and Contact Data from publicly available sources

We do not collect sensitive data.

Protecting your data:

We are aware of the requirement to ensure your data is protected against accidental loss or disclosure, destruction and abuse. We have implemented processes to guard against such.

Where we share your data with third parties, we provide written instructions to them to ensure that your data are held securely and in line with GDPR requirements. Third parties must implement appropriate technical and organisational measures to ensure the security of your data.

We will retain certain Personal Data in respect of financial transactions for as long as the law requires us to for tax or accounting purposes (which in the UK may be up to 7 years after a particular transaction).

Security Statement:

We treat the information that you provide us as confidential information.

This website will forward you to [www.freetobook.com](http://www.freetobook.com) to complete your booking. Freetobook is booking software used by us to enable our customers to make online bookings and manage those bookings.

We use Freetobook to process all your information if you decide to book a room. Properties using Freetobook as their booking engine, collect and store information that you give when you make a booking. You are asked for your name, address, telephone number and email along with payment information and the names of any guests travelling with you. This may also include your IP address. This information is stored in the Freetobook System in order to process your booking. You may be contacted by Broad Bay House or by Freetobook in relation to your booking.

Your data is also stored after you have stayed but will be kept no longer than necessary in order to comply with legal obligations and for properties to welcome your repeat business. At Broad Bay House we may also take bookings over the phone or by e-mail. These details will be entered into the Freetobook system and kept no longer than necessary in order to comply with legal obligations.

#### Joint Controllers:

In the context of providing booking software to accommodation providers to facilitate online booking, Freetobook and Broad Bay House shall together operate as joint data controllers for the processing of your personal data.

#### Security Procedures:

In accordance with General Data Protection Regulation (GDPR), Freetobook observes reasonable procedures to prevent unauthorised access and misuse of personal information. They use appropriate business systems and procedures to protect and safeguard any personal information given to them. Freetobook also uses security procedures and technical and physical restrictions for accessing and using the personal information on their servers. Only authorised personnel are permitted to access personal information in the course of their work.

#### Control of your Personal Data held by Freetobook:

You have the right to access data that is stored on behalf of properties taking bookings via the Freetobook system. You need to email or write to the property you booked with to request an overview of your personal data.

You can also contact the property you booked with on Freetobook System if you believe that the personal information they have for you is incorrect, if you believe that they are no longer entitled to use your personal data or if you have any other questions about how your personal information is used or about the Privacy Statement. You need to email or write to the property you booked with.

#### Changes to this Privacy Statement:

Meeting the needs and expectations of our guests has always been our highest priority and that includes protecting your privacy. With advances in technology and legal developments, we may need to change this privacy statement. We request that you refer to our website on a regular basis in order to ensure that you are aware of our most current Privacy Statement.