



## Privacy Notice

The Beehive Guest House (“we, us, our”) respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we collect, use and process your personal data, and your right to access this.

### 1. Purpose of this privacy notice

This privacy notice aims to give you information on how we collect and process your personal data, including how we look after your personal data you may provide through our website when you make a booking, or purchase a product or service, or take part in a survey.

It is important that you read this privacy notice so that you are fully aware of how and why we are using your data.

#### Changes to the privacy notice and your duty to inform us of changes

We may make changes or updates to this notice from time to time. We will notify you of any changes by posting our new Privacy Notice on our website.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

### 2. The data we collect about you

Personal data, or personal information, means any information about a living individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- Identity Data includes your first name, last name, username or similar identifier, marital status, title as well as the name of any guests travelling with you.
- Contact Data includes billing address, email address and telephone numbers.
- Financial Data includes bank account and/or payment card details.
- Transaction Data includes details about payments to and from you and other details of products and services you have purchased from us.
- Profile Data includes purchases made by you, your feedback and survey responses.
- Marketing and Communications Data includes your preferences in receiving marketing from us. We do **not** pass your details on to third parties for marketing purposes.

## If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you i.e. a booking or reservation, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with a room to stay). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

## Third-party links

Our website may include links to third-party websites and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their content or privacy notices. When you leave our website, we encourage you to read the privacy notice of every website you visit.

## 3. How is your personal data collected?

We use different methods to collect data from and about you including through:

- **Direct interactions.** You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
  - book a room;
  - request marketing to be sent to you; or
  - give us some feedback or complete a survey;
- **Third parties.** We may receive personal data about you from a number of third parties we work with including Contact, Financial and Transaction Data from providers and processors of technical, payment and delivery services including:
  - FreetoBook (<https://en.freetobook.com>),
  - Stripe (<https://stripe.com>),
  - Expedia Group (<https://expedia.co.uk>),
  - Trip Advisor (<https://tripadvisor.co.uk>).

## 4. How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you in relation to your stay with us.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

## Purposes for which we will use your personal data

We have set out in the table below a description of the ways we may use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data.

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register you as a new customer	<ul style="list-style-type: none"> <li>a. Identity</li> <li>b. Contact</li> </ul>	Performance of a contract with you
To process and deliver your booking including: <ul style="list-style-type: none"> <li>a. Recording all persons staying with us</li> <li>b. Recording the nationality of all guests including for non commonwealth guests, passport number and next destination</li> <li>c. Manage payments, fees and charges</li> <li>d. Collect and recover money owed to us</li> </ul>	<ul style="list-style-type: none"> <li>a. Identity</li> <li>b. Contact</li> <li>c. Financial</li> <li>d. Transaction</li> </ul>	<ul style="list-style-type: none"> <li>a. Performance of a contract with you</li> <li>b. Necessary for our legitimate interests (to recover money due to us)</li> <li>c. Necessary to comply with a legal obligation (record of nationality of guests)</li> </ul>
To manage our relationship with you which may include: <ul style="list-style-type: none"> <li>a. Notifying you about changes to our terms</li> <li>b. Asking you to leave a review or take a survey</li> <li>c. Make suggestions about goods or services that may be of interest to you including promotional offers</li> </ul>	<ul style="list-style-type: none"> <li>a. Identity</li> <li>b. Contact</li> <li>c. Profile</li> <li>d. Marketing and Communications</li> </ul>	<ul style="list-style-type: none"> <li>a. Performance of a contract with you</li> <li>b. Necessary to comply with a legal obligation</li> <li>c. Necessary for our legitimate interests (to keep our records updated, to understand our customers experience and to grow our business)</li> </ul>

### **Promotional offers from us**

You may receive marketing communications from us if you have requested information from us or as part of your booking you have consented to receiving this marketing. You can withdraw your consent at any time.

## **5. Disclosures of your personal data**

We may have to share your personal data with the third parties set out below for the purposes set out in the table in paragraph 4 above.

- Third Parties including
  - service providers acting as processors who provide IT, financial, payment transaction and system administration processes e.g. booking system
  - Professional advisers acting as processors or joint controllers including lawyers, auditors and insurers based within the EU who provide consultancy, legal, insurance and accounting services
  - HM Revenue & Customs, regulators and other authorities who require reporting of processing activities in certain circumstances or for legal issues

If you book a room with us via a third party website (or Online Travel Agent) they will have their own privacy notice. They will need to pass certain information relevant to the booking onto us such as name and contact details to process the booking. You will need to provide further personal information to us, which will be requested from you by us to mirror that collected for a direct booking. Sometimes your email address is not shared which means we have to use their systems to contact you and the third party record all details of our correspondence on their systems.

## **6. Data security**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those contractors and other third parties who have a business need to know.

Your personal and debit/credit card data you supply as part of your booking is stored securely on a third party booking system, FreeToBook and the secure card processing company, Stripe, process your payment(s) to us. We do not store this data on our own systems.

All third parties we work with have privacy notices that set out how they respect the security of your personal data and treat it in accordance with the law.

Should a suspected personal data breach occur we will notify you and any applicable regulator of a breach where we are legally required to do so.

## **7. Data retention**

### **How long will you use my personal data for?**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

## **8. Your legal rights**

You have the right to request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it. You also have a right to request that any incorrect information that we hold be corrected and a right to request

that your personal data be deleted where there is no good reason for us continuing to process it.

If we can't correct or delete your data for any reason, we'll explain the reasons why and we'll provide you with details of how to appeal a decision at that time.

If you wish to exercise any of these rights please contact Jo Prior at [thebeehiveoakamoor@gmail.com](mailto:thebeehiveoakamoor@gmail.com).

### **What we may need from you**

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request in order to respond fully.

### **Time limit to respond**

We try to respond to all legitimate requests within the statutory period, currently 30 days.