

PRIVACY POLICY

This policy sets out how Whitby Holiday Cottages aims to repay the trust you have shown by sharing your personal data with us.

Who are 'we'?

In this policy, whenever you see the words 'We', 'Us' or 'Our', it refers to Whitby Holiday Cottages, and to market and deliver our services and activities. We are a registered Data Controller with the ICO registration number Z2442505.

The full legal information for us is:

Whitby Holiday Cottages, a company limited by guarantee registered in England. Registered Company number 1596913.

Your acceptance of this policy, and our right to change it.

By using our websites, social media pages, entering a competition or providing your information you consent to our collection and use of the information you provide in the way(s) set out in this policy. If you do not agree to this policy please do not use our sites, social media pages or services.

We may make changes to this policy from time to time. If we do so, we will post the changes on our website and they will apply from the time we post them. This policy was last changed on 1st May 2018.

What is personal data?

Personal data is information that can be used to help identify an individual, such as name, address, phone number or email address.

The policy in brief

It's important that you read the full policy to understand what information we hold, how we may use it, and what your rights are - but if you don't have time to read it all now, here's a quick summary:

- We collect information that is either personal data (as outlined above)
- We collect information about the people we provide services to, guests and users.
- We collect information to provide services, to provide information, for administration, research, profiling, analysis. We only collect the information that we need or that would be useful to us in our quest to provide the best possible service.
- We do our very best to keep personal information secure, including SSL technology (secure server software) wherever we collect personal data online.
- We never sell your data and we will never share it with another company for marketing purposes.
- Our websites use cookies - for more information check our full privacy policy.

These are the basics but don't forget to come back later and read the full policy (below), so you've got all the details you need.

FULL POLICY

Who are 'we'?

In this policy, whenever you see the words 'We', 'Us' or 'Our', it refers to Whitby Holiday Cottages to market and deliver our services and activities. We are a registered Data Controller with the ICO registration number Z1145867.

The full legal information for us is:

Whitby Holiday Cottages, a company limited by guarantee registered in England. Registered Company number 1596913.

Your acceptance of this policy, and our right to change it

By using our websites, social media pages, entering a competition or providing your information you consent to our collection and use of the information you provide in the way(s) set out in this policy. If you do not agree to this policy please do not use our sites, social media pages or services.

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This policy applies to all websites operated by Whitby Holiday Cottages, Our use of emails for marketing purposes, and any other methods Whitby Holiday Cottages use for collecting information. It covers what we collect and why, what we do with the information, what we won't do with the information, and what rights you have.

What information does Whitby Holiday Cottages collect and why?

We will only ever collect the information we need – including data that will be useful to help improve Our services. We collect directly:

Personal information such as name, postal address, phone number, email address,

We collect this information in connection with specific activities, such as purchases of our services and brochure requests, feedback, competition entries.

The information is either needed to fulfil your request or to enable us to provide you with a more personalised service. You don't have to disclose any of this information to browse the sites. However, if you do choose to withhold requested information, we may not be able to provide you with a suitable service.

We also use cookies on our websites. Please see below.

What do we do with the information?

We will use the information you provide to:

- fulfil your requests – such as bookings for our services, competition entries, and provision of information.
- process sales transactions and verify financial transactions.
- identify visitors..
- prevent or detect fraud or abuses of our websites and enable third parties to carry out technical, logistical or other functions on our behalf.

- communicate with our customers.

Using your information for marketing

In line with new Data Protection Regulations, we will only send marketing information to those who have specifically given their permission.

Only those people who have opted in will receive these communications. If you want to receive this information but haven't opted in, you can do so by completing this short form or emailing enquiries@whitbyholidaycottages.net or by calling Monday to Saturday between 9am-5pm on 01947 603010.

Sharing your information

We will only share your information if:

- We are legally required to do so, e.g. by a law enforcement agency legitimately exercising a power or if compelled by an order of the Court.
- We believe it is necessary to protect or defend our rights, property or the personal safety of our people or visitors to our premises or websites.
- We are working with a carefully-selected partner that is carrying out work on our behalf. This partner deals with our annual brochure mailing only. We will only pass personal data to them if they have signed a contract that requires them to:
 - abide by the requirements of the Data Protection Act.
 - treat your information as carefully as we would.
 - only use the information for the purposes it was supplied.
 - allow us to carry out checks to ensure they are doing all these things.

Storing your information

Information is stored by us on computers located in the UK. We may also store information in paper files.

We place a great importance on the security of all personally identifiable information associated with our guests, and users. We have security measures in place to attempt to protect against the loss, misuse and alteration of personal data under our control. For example, only authorised personnel are able to access user information and we use secure server software (SSL) to encrypt financial and personal information you input before it is sent to us. While we cannot ensure or guarantee that loss, misuse or alteration of data will not occur while it is under our control, we use our best efforts to try to prevent this.

Unfortunately, the transmission of data across the internet is not completely secure and whilst we do our best to try to protect the security of your information we cannot ensure or guarantee that loss, misuse or alteration of data will not occur whilst data is being transferred.

Where you or we have provided a password enabling you to access parts of our websites or use our services, it is your responsibility to keep this password confidential. Please don't share your password with anyone.

We will keep your information only for as long as we need it to provide you with the services or information you have required, to administer your relationship with us, or the preferences of guests and users, to comply with the law, or to ensure we do not communicate with people who have asked us not to. When we no longer need information we will always dispose of it securely, using specialist companies if necessary to do this work for us.

What we don't do with your information

We never sell or share your information with other organisations to use for their own purposes.

Your rights

The Data Protection Act gives you certain rights over your data and how we use it. These include:

- The right in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed.
- The right to prevent your data being used for direct marketing.
- The right of access to a copy of the information We hold about you (known as a subject access request)

If you wish to exercise any of these rights or have any questions about this privacy policy or how we handle your personal information please contact Whitby Holiday Cottages in writing at 48 Flowergate, Whitby, YO21 3BB or by emailing enquiries@whitbyholidaycottages.net

For more information about your rights under the Data Protection Act go to the website of the Information Commissioner's Office at ico.org.uk.

Whitby Holiday Cottages is not a 'public authority' as defined under the Freedom of Information Act and we will not therefore, respond to requests for information made under this Act; using the funds generously donated to us by our supporters for such activities is not in accordance with our charitable purposes.

Cookies

How we use cookies

Cookies are small text files that are stored by your browser on your computer or mobile phone. They allow websites to store such things as user preferences, allowing them to respond to you as an individual. The website can tailor their operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We use this information for statistical analysis purposes.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages our visitors find useful and which they do not. A cookie in no way gives us access to your computer or any information about you, other than the data you explicitly choose to share with us.

You can find more information on the specific cookies we use below.

Cookies List

This is a list of the main cookies used by our websites and the reason we use them.

Cookie Name	Description	Type / Length
Provider	Description	
Google Analytics	Google Analytics provides anonymous statistics on website usage. Cookies are used to track the source of a visitor, their session on the website (to associate multiple page views to one visit) and whether they are a new or returning visitor. http://www.google.com/policies/privacy/ads/	

How to disable the use of cookies

You can choose to stop your web browser accepting cookies from one website, or all websites, through built in cookie controls. If you do this you may find that some aspects of this website and others will stop altogether, or stop working properly. (For example, login facilities and shopping carts may stop working completely).

All modern browsers allow you to change your cookie settings. The following links provide details on how to do this in a range of popular web browsers:

Internet Explorer <http://support.microsoft.com/kb/196955>

Firefox <http://support.mozilla.org/en-US/kb/Cookies>

Chrome <http://support.google.com/chrome/bin/answer.py?hl=en&answer=95647>

Safari <http://docs.info.apple.com/article.html?path=Safari/3.0/en/9277.html>

If you would like to turn off third party cookies generated by advertisers, you can do this through the Your Online Choices website: <http://www.youronlinechoices.com/uk/your-ad-choices>

You can also do this via the advertisers' trade body, the Network Advertising Initiative. http://networkadvertising.org/managing/opt_out.asp

Links for more information

Information Commissioner's Office <https://ico.org.uk/>

Wikipedia on Cookies http://en.wikipedia.org/wiki/HTTP_cookie

All About Cookies <http://www.allaboutcookies.org/>

Microsoft Cookies Guide <http://www.microsoft.com/info/cookies.msp>