

## **Didsbury Park Hotels Ltd Privacy Policy**

Didsbury Park Hotels Ltd, Trading as Didsbury House and Eleven Didsbury Park, Eleven Didsbury Park, Didsbury, Manchester, M20 5LH

Didsbury Park Hotels take your privacy seriously. This privacy policy along with our shortened policy explains how we use any personal information we collect about you when you use our website, make a booking with us, visit one of our premises or sign up for our newsletter. We recommend that you read both these documents, as together they explain our data protection policy and describe how we'll use any personal data we collect from you or that is provided to us.

For the purposes of the Data Protection Act 1998 and the EU General Data Protection Regulation 2016/679 (GDPR), Didsbury Park Hotels Ltd is the (data) controller for the processing of personal information we hold about you.

Registered with the Information Commissioner's Office:  
Didsbury Park Hotels Ltd Registration Number ZA387593.

Our nominated representative is the Data Protection Officer, who can be contacted at:  
[dpo@didsburyhouse.co.uk](mailto:dpo@didsburyhouse.co.uk)

### **Changes to our Privacy Policy**

We may change our Privacy policy from time to time. If or when changes are made we'll include them here, so be sure to check back occasionally.

### **Other Third-Party Websites**

Our website may, from time to time, contain links to and from third-party websites. If you follow a link to any of these websites, please note that these websites may have their own privacy policies. We don't accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

### **Our Legal Bases for Processing**

To process your information, we rely on the following legal bases:

#### **Performance of a contract:**

We need to process your personal data in order to fulfil our contract with you from the instructions you supplied to us when you made your booking.

#### **Consent:**

If you have provided us with your consent we would process your personal data in accordance with the marketing instructions received from you at the time you signed up to this service. You may withdraw consent at any time.

#### **Legal obligation:**

Additionally, we may need to process your data to comply with UK law, data protection supervisory authorities & other similar regulatory bodies.

### **What information do we collect about you?**

We collect information about you when you make a booking for products & services. We only collect basic personal data about you which is relevant to the service you request from us this does not include any special types of information. This does however include name, address, credit card details, email address, phone number and company name. We will only use your personal information to administer your account and to provide the products and services you have requested from us.

We may collect your IP address when you use our Wi-Fi service. In addition all our premises are monitored by CCTV and we record activity to protect our guests and staff.

Website usage information is collected using cookies and User behaviour through Google Analytics.

### **Why we need your personal data**

We need to know your basic personal data to provide you with services in line with your overall request. We will not collect any personal data from you we do not need in order to provide and oversee this service to you.

### **How will we use the information about you?**

All the personal data we process is processed by our staff in the UK and for the purposes of IT hosting and maintenance this information is located on servers in the UK. However we may share your information with relevant authorities, for fraud preventions, as requested and required by legal bodies.

We have a Data Protection regime in place to oversee the effective and secure processing of your personal data.

### **We may process your personal data as follows:**

1. Provide the services you requested
2. Advise you of any changes or problems with your booking
3. Enhance your stay
4. Personalise any repeat visits to our hotels
5. Improve customer service
6. Advise you if you have won any competition or prize giveaway
7. Administer accounts
8. Detect fraud or loss
9. For risk assessment & security purposes, including the authentication of users & reservations
10. Record your IP address through Wi-Fi usage
11. Capture your image on CCTV footage
12. Analyse customer interaction
13. Improve our website
14. Review website performance

### **How long do we keep your information for?**

If you have stayed with us or had an event with us we are required under UK tax law and for accounting purposes to keep your basic personal data (name, address, contact details) for a minimum of 6 years.

After you have given us your consent to contact you for marketing purposes any of your personal data we use for that purpose will be kept with us for a maximum of 24 months or earlier if you notify us that you no longer wish to receive this type of information.

We have a robust data protection policy in place. All personal data will be securely destroyed once it is no longer required.

### **What we would also like to do with your Personal Data**

With your consent we collect information if you register with us for our newsletter via our website, voluntarily complete customer surveys, provide feedback and participate in competitions. Upon you providing your consent, from time to time we would email you about other products and services we feel may be of interest to you. Didsbury park Hotels Ltd share information about your stay within our group to notify you of any future discounts, offers, etc that may be available to you. You have a right at any time to stop us from contacting you for marketing purposes, you can do so by clicking the unsubscribe link in any marketing email you receive from us.

We will never pass your data to a third party.

The data obtained will remain with the registered company and transferred to a buyer in the event of a sale.

### **The Personal Information that we hold about you, what are your rights with regard to this?**

We want to make sure that the personal information that we hold about you is accurate and up to date. If at any point you believe the information we process on you is incorrect you have the right to request to see this information and have it corrected.

You have the right to restrict us from processing your personal information, including by means of any automated processing, you have the right to object to us processing your data and the right to request a copy of all the information that we hold about you.

If you no longer want us to hold your data you have the right to be forgotten, we would delete your data in accordance with such an instruction unless legally we were required to retain it.

If you make a request, we will ask you to confirm your identity if we need to, and to provide information that helps us to understand your request better. If we do not meet your request, we will explain why.

If you need any further information you can email us or write to us at the addresses given below.

You can contact us here for these purposes [dpo@didsburyhouse.co.uk](mailto:dpo@didsburyhouse.co.uk) or write to us at the following address: Data Protection Officer, Didsbury park Hotels Ltd, Eleven Didsbury Park, Didsbury, Manchester, M20 5LH.

If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer who will investigate the matter. Our Data Protection Officer can be contacted by email at [dpo@didsburyhouse.co.uk](mailto:dpo@didsburyhouse.co.uk) or in writing Data Protection Officer, Didsbury park Hotels Ltd , Eleven Didsbury Park, Didsbury, Manchester, M20 5LH

If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can complain to the Information Commissioner's Office (ICO).

For more information on the EU General Data Protection Regulation GDPR you can visit the Information Commissioner's website <https://ico.org.uk/>

## **Cookies**

Our websites use cookies to collect information about visitors. This information is used to improve the performance of our website, improve the browsing experience, and to track the behaviour of users for business analysis.

Cookies are small text files which are placed on computers, smartphones and other browsing devices. These are individual to each user and can change the behaviour of the website to individual preferences or requirements. Although there is no directly-identifying information on these cookies, they may contain information such as IP addresses, browser details, geographical information, timestamps and referring pages. This information is used for maintenance and administrative purposes and enables us to monitor technical issues and user engagement.

The cookies used by our website will fall into one of the following categories:

**Persistent cookies** - These cookies will remain on users' devices after they have stopped browsing the website and closed the browser. They help us retain information over several browsing sessions.

**Session cookies** - These cookies expire soon after users leave the website or close their browser. They do not contain any identifiable or personal information and promote data confidentiality by reducing the need for information to be sent over the internet. These cookies will note the times users were on our website.

**Analytical cookies** - Analytical cookies are used to ensure that our websites work properly and alert us to any technical problems, and to observe user behaviour on our websites. This allows us to analyse conversion and interest and improve user experience.

**Tracking cookies** - These cookies contain data including the geographical location of website visitors, the route they used to access the website and to identify repeated visitors.

**Managing cookies and opting out** - You can choose to visit our web sites without cookies, but in some cases certain services, features and functionality may not be available. To visit without cookies, you can configure your browser to reject all cookies or notify you when a cookie is set. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences.

## **Google analytics**

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). The information generated by the cookie about your use of our website (including your IP address) will

be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of our website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. Further information about Google's privacy policy may be obtained from <http://www.google.com/privacy.html>.

## **CCTV**

We operate CCTV cameras located at all of our hotel sites, buildings and facilities. Your personal information may have been collected through the operation of our cameras, if you are reasonably identifiable from the images captured by these cameras.

We may use and disclose images captured by our CCTV cameras (which may include your personal information, if you are reasonably identifiable in the recording) to:

- Monitor access to our Hotel sites
- Identify and respond to security threats, incidents or unusual behaviours.
- Investigate accidents or incidents in connection with complaints, claims or other safety or security issues or investigations.
- Liaise with relevant legal authorities, security and management and law enforcement agencies and regulators.
- Meet our legal and regulatory obligations.

If you do not want your image captured by our CCTV cameras, then you will be unable to enter or attend our premises. We are unable to switch on/off the CCTV cameras on an individual basis. We may disclose your personal information captured by our CCTV cameras to our related security and management, police and other law enforcement agencies, our insurers and third parties who provide us with (or help us to operate and manage) our CCTV cameras and recordings.