

# The Cliffbury

## Guest House

### Privacy Policy

We are committed to ensuring that your privacy is protected and understand the need for appropriate protection of all personal information provided by you to us. This Privacy Policy has been created in order that you understand the importance that we attach to this issue and our commitment to ensure that we comply with UK legislation in this area.

#### **Your consent**

By providing personal details, you consent to the collection, use and retention of your personal information for our legitimate business purposes as explained and set out in this Privacy Policy.

#### **Collection, use & retention of information**

We collect, use and retain information about you in order to ensure your booking and stay with us goes as smoothly as possible. We will also use the information you provide to keep you informed of any special offers we may be advertising throughout the year. Card payment details are destroyed at the end of the persons stay.

#### **Protection of information**

We maintain appropriate security standards and procedures in relation to the collection, use and retention of your information in order to prevent unauthorised access or disclosure.

#### **Disclosure to Third Parties**

We **do not** disclose your personal information to any third party other than in the event that we sell our business then to the purchaser of the business.

We may in addition from time to time share non-personal, non-individual information in aggregate form with third parties for business purposes, for example we may tell our business partners at the Tourist Information Centre the number of customers in certain demographic groups who have stayed with us. This does not involve the disclosure of any personal information which can identify any particular customer in any way.

#### **Updating, maintenance and accuracy of your information**

We do our best to ensure that all information held relating to you is kept up-to-date, accurate and complete.

Data supplied by You is Your responsibility and any changes to any aspect of your personal data such as contact details, should be updated by you.

If you have any questions or comments about our Policies, please contact us on [info@thecliffbury.co.uk](mailto:info@thecliffbury.co.uk) and we will endeavour to respond as soon as possible.

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