

# Privacy policy

This privacy policy tells you how **Orchid Meadows** collects, stores and processes personal data about you.

We are committed to protecting the privacy and security of your personal data and use this information only to provide the services that you have requested from us.

If you are booking through an outside agency you should also refer to its privacy policy.

## How we collect data

We may collect data when you contact us to make an enquiry by phone, email, text or otherwise.

We collect data when you make a direct booking, register with us by phone, email, text or otherwise, or join **Friends of Orchid Meadows**.

We may use online advertising agencies and booking systems. They may collect your data independently to us.

## What information we collect

When you make a reservation with us, the data collected by us will include your name, address, telephone number, email address, nationality, holiday dates, date the booking was made and how payment will be/was made. We are under a legal obligation to collect some of this information. In addition, our insurance company expects us to keep records of this sort and it may be required for tax purposes.

When you make a general enquiry about a stay with us, we may hold the information that you provide us with to respond to the enquiry efficiently or to record its outcome.

If you subscribe to **Friends of Orchid Meadows**, we will request your name and email address. You also have the opportunity to give us your phone number. If you subsequently decide to unsubscribe, this information will be deleted.

## How we use your data

We use your data to allow us to provide you with a means of renting and paying for holiday accommodation and to communicate with you about your stay. We will not use it ourselves for any other purposes without your approval.

If you subscribe to **Friends of Orchid Meadows**, we will use this to contact you regarding future offers, newsletters and competitions. We will not sell this information to third parties.

We will only disclose data to third parties if it is necessary to run our business or we are compelled to by a higher authority, for example the police.

### **How long we retain your data**

We are legally obliged to retain certain data relating to paying guests for a period of 12 months. Information may be retained beyond that point if it is required for insurance or tax purposes.

If you make an enquiry that does not lead to a booking, we will delete your information when this becomes evident.

If you join **Friends of Orchid Meadows**, we will retain your data until you notify us that you no longer wish to subscribe. You can unsubscribe at any time by sending an email with the word "Unsubscribe" in the subject box to [hello@orchidmeadows.co.uk](mailto:hello@orchidmeadows.co.uk)

### **Security of personal data**

We take appropriate and proportionate measures to secure your personal information and data and to protect it from unlawful use and/or accidental loss. We cannot be held responsible for any consequences of unlawful use or accidental loss.

### **Your rights**

You may request us to provide you with any personal data we hold about you. Provision of this information is subject to you providing us with appropriate evidence of your identity.

You have the right to have your personal data corrected, have your data removed from our systems if it is no longer required by us for legal, insurance or tax reasons, restrict or object to the processing of your data, receive a copy of the data we hold about you or complain to the Information Commissioner's Office (ICO).

### **Social media**

Our marketing may include social media platforms and these may collect data without our involvement. Your interaction with these platforms is governed by the privacy policy of the companies providing them.

### **Changes to privacy policy**

We reserve the right to update or change our privacy policy at any time and you should check this privacy policy periodically. Your continued use of the website after we post any modifications to the policy on this page will

constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified policy.

Policy updated 23 July 2022