



## Privacy and Data Protection Policy

### **Introduction**

For simple practical reasons we need to know a certain amount of information about our guests and enquirers. In addition, there are a few things we are legally bound to record and retain. There is some data that is personal and we respect your wishes as to whether we keep this and what we do with it.

### **What personal data must we retain?**

We are legally required to record the full name and nationality of *every* adult guest and, if they're not British, their passport number and next destination (I didn't say these laws actually made any sense...), and when they stayed.

We're also required to keep records of all business transactions for seven years and for this we hold everything related to the contract between the Orchard Side B&B and the party who made the booking, i.e. name, contact information, etc. We record the stay, correspondence relating to it and the associated financial transactions.

Note that credit/debit card numbers are *not retained by us as we transact via PayPal, and we do not* retain PIN or CVC codes in any form whatsoever.

### **What other data do we retain, and why?**

We keep information that is pertinent to a guest's stay here. This may include information about dietary requirements; difficulty with stairs; particular bedding requirements; any issues that may have arisen in the past, etc. etc. We use this to enable us to give you the best possible service while you are here.

For a group booking we may ask for contact information for other guests in the group. This, is mainly to post them their phone charger back and possibly other, very occasional, contact in the future such as a Christmas card or regarding a special offer.

We may record personal interests that relate to Orchard Side B&B events (workshops, conventions, etc.). This is so that we may keep you informed of future such events and/or relevant offers. We may record how you found out about the Orchard Side B&B so that we can judge what marketing is working for us.

### **Where do we get the data from?**

We only get data directly from guests and enquirers. This may include other information that they have chosen to make public or becomes visible to us as a result of the booking or enquiry. For example, an email enquiry clearly contains the enquirer's email address, which we will need to reply with. A guest's email signature may contain postal address, phone numbers, and even their employer's identity. We would only ever take note of information that is relevant to a booking.

### ***Who do we share it with?***

Our starting point is that this information is private between us and that we share this information with absolutely no one else. There are those (police, et al) who have a legal right to see it on demand, and we reserve the right to share some data with a 3<sup>rd</sup> party where it is necessary to do so (e.g. our insurers if someone say demolishes our brick gate pillar)

When we eventually sell the business we will not share the guest data with the new owners without the guest's explicit consent to do so, at the time.

### ***What do we do with it?***

In general we use this information for your convenience or advantage. We use it to pre-print registration forms and so that we can know if you prefer the Red Room or a vegetarian breakfast. We use it for occasional marketing. For example if we have special offers or are hosting an event you've expressed an interest in, then we like to offer it to our existing clientele before making it public to everyone. Some years we send a Christmas card with a little bit of news.

We will not contact you without your consent. We use the information collectively to keep track of, and analyse our business through the year, etc. If it is longer than 3 years since your last stay or enquiry we assume there is no point in contacting you for any reason.

### ***Your rights***

You may ask for a copy of the information we hold on you at any time. This we will normally do free of charge (the law provides for charging under certain circumstances). We are required to take reasonable steps to verify the identity of the person making the request.

You may ask to be 'forgotten' at which point we will remove any information that is not required for legal or contractual reasons and we will not contact you in the future. Guests are welcome to contact us at any time with any queries or if for example, they move house and would like us to know. Please contact Gigi and Neil in the usual way.

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