

## **Privacy Policy**

This privacy policy sets out how Fernbank Hotel uses and protects any information that you give Fernbank Hotel when you use this website.

Fernbank Hotel is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Fernbank Hotel may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1<sup>st</sup> January 2014.

### **What we collect**

To be able to make a reservation with we have to collect certain information from you. During such processes you are required to give your contact information. We use the information supplied by you to provide the service you request from us and as set out in this privacy policy.

We may collect personal identification information from users of our website in a variety of ways including, but not limited to, when users visit our site, place a reservation order on our website or via a third party reservation site, fill out a form, and in connection with other activities, services, features or resources we make available on our website. Users may be asked for contact information including name, postal and email address and phone number. We may also collect demographic information such as postcode, preferences and interests and other information relevant to customer surveys and/or offers.

In the event that you make a reservation we may collect payment card number, expiry date, issue number, security number and name of card holder – we need this to secure the reservation and collect payment in the same way as when you make payment in a store via chip and pin.

We may collate information as to where you heard about us – we may ask you this to make our marketing more efficient.

If you contact us we may keep a record of that correspondence.

Users may, however, visit our website anonymously. We will collect personal identification information from users only if they voluntarily submit such information to us. Users can refuse to supply personal identification information, except that it may prevent them from engaging in certain website related activities.

We may collect non-personal identification information about users whenever they interact with our website. Non-personal identification information may include the browser name, the type of computer and technical information about users' means of connection to our website, such as the operating system and the internet service provider utilised and other similar information.

## How we use the information we gather

Our main uses of your information are explained above which in general is to process your reservation or to send you confirmation details and if necessary to inform you of updates or changes to your travel plans, as well as to help us understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use information to help us respond to your inquiries, and/or other requests or questions.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about special offers or other information which we think you may find interesting using the email address which you have provided. We may also send you an initial newsletter from which you may unsubscribe. You can also unsubscribe following the instructions that we will include in any communication, such as email, we send to you.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, or mail. We may use the information to customise the website according to your interests.
- To provide you with a better customer service, we may follow-up, either by email, phone, or mail, to customers who have procured a stay with us from our website or through a third party reservation site or who have posted comments about Fernbank Hotel on the internet.
- We may collect information about the way you use and access our website in order to improve our website and improve the browser experience. Our web system collects information about each visitor, including IP address, the length of time spent on the website and the order in which pages are visited. We may employ a third party expert to help us analyse this information.
- In order to protect our customers and us from fraud and theft, we may periodically review the information that we obtain in our customer records, and we may pass this to other organisations (including law enforcement agencies) involved in fraud prevention and detection, to use in the same way.

We do not modify, copy, distribute, license, sell or redistribute any of your personal information with outside parties except to the extent necessary to provide the service or unless required to as part of a lawful investigation.

## Web browser cookies

A cookie is a small piece of text that a website may place on your computer's hard drive.

Our website will use cookies to enhance the visitor experience. A user's web browser places cookies on their computer's hard drive for record-keeping purposes and sometimes to track information about them. You may set up your web browser to notify you of cookie placement requests or decline cookies completely (although declining them may mean that some parts of the website may not function properly or prevent you from being able to use the website at all).

We use third party web analytics services (for example Google Analytics, a popular web analytics service provided by Google, Inc.) to help us to analyse how users use our website. The service provider may be based outside the UK but your information will only be used for the purpose of evaluating your use of our website, compiling reports on website activity and providing other services relating to website activity and internet usage. The service provider may also transfer this information to third parties where required to do so by law, or where such third party provides the information on the service provider's behalf. The service provider will not associate your IP address with any other data held by them.

If you want to delete or turn off any cookies that are already on your computer or stop future cookies, please refer to the instructions for your file management software or look at [www.AboutCookies.org](http://www.AboutCookies.org). Please remember that cookies are required to browse, add to trolley/basket and checkout and may affect your whole internet browsing experience.

### **How we protect your information**

Information security is one of our highest priorities. In order to prevent unauthorised access or disclosure of your information, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure information that is collected online.

You should keep your information secure and never divulge your information and passwords to any third party, as you will be liable for all activity and charges incurred through use of this whether authorised by you or not.

We use Secure Socket Layers (SSL) to ensure the privacy of the information provided to us and at no time are your debit/credit card details and personal information transmitted unencrypted over the internet. Your browser will show when you are in a secure environment by displaying either a locked padlock or an image of a key in the grey bar at the bottom of the page; it may also warn you when you are entering a secured environment.

Access to your information is restricted in our offices. Only employees who need the information to perform a specific job are granted access to personally identifiable information.

### **Sharing your personal information**

We do not sell, trade, lease or rent user's personal identification information to others and we will not share your personal information with outside parties except to the extent necessary to provide the service or unless we are required to by law. We may disclose your information to process and fulfil your reservation, to provide services you request, for internal business analysis purposes, for the purposes of fraud prevention or if Fernbank Hotel itself, is sold. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above.

### **Third party websites**

Our website may contain links to other websites of interest or of our partners, suppliers, advertisers, sponsors, licensors and other third parties. However, once you have used these links to leave our site, you should note that we do not have any control over that other website or links that appear on these websites and we are not responsible for the practices employed by websites linked to or from our website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and these such sites are not governed by this privacy statement nor our other policies and terms and conditions. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Storage of information**

We will not store your personal information for any longer than necessary, however we may be obliged by law to store your communications and other personal information, and we may need to disclose details of these to government or authorised officials upon request.

### **Changes to this Privacy Policy**

Fernbank Hotel has the discretion to update this privacy statement at any time it deems necessary and in line with required changes in law. If we decide to change our Privacy Policy, we will post these changes on this website so you know what information we collect and how we use it, and we will note the updated date at the bottom of the privacy statement pages. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify you. You will have a choice as to whether or not we use your information in this different manner.

### **Your acceptance of these terms**

By using our website, you signify your acceptance of the terms of this policy. If you do not agree to this policy in full, please do not use our website. Your continued use of the website following the posting of changes to this policy will be deemed your acceptance of those changes.

### **Access rights**

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee of £10.00 will be payable, which we are entitled by law to charge, payable to Fernbank Hotel. If you would like a copy of the information held on you please write to Data Protection Officer, Fernbank Hotel, 4 Fairfields Road, Basingstoke, Hampshire RG21 3DR.

## **Feedback**

If you have any questions about this Privacy Policy, or if you have any feedback, other questions or concerns, please write to Data Protection Officer, Fernbank Hotel, 4 Fairfields Road, Basingstoke, Hampshire RG21 3DR.

If you believe that any information we are holding on you is incorrect or incomplete, please write to us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

This privacy document was last updated on 26<sup>th</sup> January, 2014.