

INTRODUCTION

This Policy explains when and why we collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure. Whilst we will keep all of your personal information confidential, we reserve the right to disclose this information in the circumstances set out within this policy. We confirm that we will keep the information on secure servers and that we will comply fully with all applicable UK Data Protection legislation and regulations in force from time to time.

WHEN DATA IS COLLECTED

We only collect data that you enter explicitly when making a booking with us or registering for special offers.

THE TYPE OF DATA

The data that we might collect is detailed below:

Your name, address, email address, telephone number

Data that you provide us as a result of filling in forms on our website, such as registering for information or making a purchase.

If you make a purchase from us, your card data is not held by us, it is collected by our third-party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions, as explained below.

HOW YOUR DATA IS USED

We may use your information:

- to provide you with information relating to our website, product or our services that you request from us;
- to provide you with information on other products that we feel may be of interest to you in line with those you have previously expressed an interest in via our website
- to process a booking you have made;
- to meet our obligations arising from any contracts entered into by you and us;
- to seek your views or comments on the services we provide;
- to notify you about any changes to our website, including improvements, and service or product changes;
- to send you communications which you have requested and that may be of interest to you. These may include information about stays, events, promotions, offers, job offers, information about the hotel and the surrounding area and replies to requests and bookings enquiries or confirmations
- for our internal purposes including statistical or survey purposes, quality control, site performance and evaluation in order to improve our website;
- to notify you of products or special offers that may be of interest to you.

We review our retention periods for personal information on a regular basis. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

ACCESS TO YOUR DATA

We will not allow third parties to access your data.

When you are using our secure online booking system, your payment card details are processed by a third-party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please contact us.

LEGITIMATE INTEREST STATEMENT

Any guests who have stayed at Atlantic House or eaten at in Sea Fever will be considered 'previous guests'. We may contact such guests with marketing emails containing information and offers on stays, experiences and events which, based on their previous activity and purchases, we consider to be of interest to them.

The lawful ground of processing in these circumstances is Legitimate Interests. Where we rely on Legitimate Interests as the basis on which we are processing your data, we will first carry out an appropriate Legitimate Interest Assessment. Previous guests can opt out at any time by emailing us or clicking the unsubscribe link on any of the emails we send them.

OPTING OUT

If you no longer want to receive direct marketing communications from us you can unsubscribe in one of two ways:

- Click the 'unsubscribe' at the bottom of marketing emails sent to you
- Email res@atlantichousehotel.com we will process your request within 7 days

YOUR RIGHTS

The accuracy of your information is important to us. If you change email address, or any of the other information we hold is inaccurate or out of date, please contact us.

Under certain circumstances, you have rights under data protection laws as follows:

- To view to your personal data.
- To request correction of your personal data.
- To request erasure of your personal data.
- To request transfer of your personal data.
- To withdraw consent.

If you wish to exercise any of the rights set out above, please contact us.

You will not have to pay a fee to exercise any of these rights; however, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive; we may also refuse to comply with your request in these circumstances.

LINKS TO OTHER WEBSITES

Our website may contain links to websites run by other organisations. This policy applies only to our website, we cannot be held responsible for the policies and practices of other sites even if you access them using links from our website.

TRANSFERRING YOUR INFORMATION OUTSIDE OF THE UK

The information which you provide us may be stored or processed on servers located outside of the UK; by submitting your data you are agreeing to this remote storage or processing. We will take steps to ensure that appropriate security measures are employed to ensure that your privacy rights continue to be protected to a similar degree as detailed in this policy.

RETENTION OF DATA

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers.

In some circumstances you can ask us to delete your data.

REVIEW OF THIS POLICY

We keep this Policy under regular review.