

# Redhouse Farm B&B Privacy Policy

This privacy policy sets out how Redhouse Farm B&B uses and protects any information that you give us when you use this website.

Redhouse Farm B&B 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, you can be assured that it will only be used in accordance with this privacy statement.

Redhouse Farm B&B may change this policy 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 01/05/2017.

## **What we collect**

We may collect the following information:

- name
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers
- Whilst on the premises CCTV may be in use for security purposes only

## **What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.

- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for our own market research purposes.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree by continuing to use our website, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### **Links to other websites**

Our website may contain links to other websites of interest. 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. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Controlling your personal information**

Please note it is not possible to 'opt-out' of receiving communications from us that relate to your enquiry, booking or reservations.

You may choose to restrict the collection or use of your personal information in the following ways:

- Marketing & Promotional e-mails from us provide a link to unsubscribe.
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [reservations@redhousefarmbnb.com](mailto:reservations@redhousefarmbnb.com)

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

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

### **Children**

Please note we do not collect any personal information from children under 16 years of age and no child under 16 should submit any personal information to us. Should we discover that any such personal information has been delivered to us we will remove that information as soon as possible.

### **Retaining personal information**

We retain personal information about you for the period necessary to fulfil the purposes outlined in this Policy, unless a longer retention is required or permitted by applicable

law. Where your information is no longer required we will ensure it is disposed of in a secure manner.

### **Getting in touch**

If you would like to review, access, amend or update your information please contact:

The owner:

Mrs Karen Underwood

Redhouse Farm B&B

Thorpe Road

Whisby

Lincoln

LN6 9BT

Tel: 01522 695513 Mobile:07788994902

Email: [reservations@redhousefarmbnb.com](mailto:reservations@redhousefarmbnb.com)