

Privacy Policy

This policy covers how we, namely David and Philippa Pickworth trading as Banceithin Farm and Holiday Cottages, of Banceithin, Bethania, Llanon, Ceredigion SY23 5NP, use, collect, share and store the personal data of our guests, namely people who have booked or have enquired about booking a holiday with us, whether directly with us or through a third party who we have authorised to market Cwt Mochyn cottage or Hen Ffermdy cottage (the "property"). You can find the latest version of this policy on our website, www.banceithin.com. This version of the policy is effective from 21st May 2018.

Our Data Protection Officer is Philippa Pickworth, who can be contacted via email at escape@banceithin.com or via post at the above address.

1. Introduction

Under the General Data Protection Regulation 2016 ("GDPR"), you have rights as an individual which you can exercise in relation to the personal data we hold about you.

We generally use your personal data either on the basis of your consent or based upon a contract between us formed when you book a property. You have the right to withdraw your consent. If you are concerned about the processing of your data, please contact our Data Protection Officer (see above). If you are unhappy with our use of your data, you also have the right to make a complaint to the Information Commissioner's Office, which supervises data protection in the UK.

You have the right to receive a copy of your personal data. You also have the right to request that we correct or remove your personal data, when there remains no legal basis for keeping it. You will need to contact us by email or post to exercise these rights.

2. What personal data do we collect?

We collect the following data when you book a property with us:

- Name, title, age range, gender
- Postal address, phone numbers, email address
- Property booked, holiday start/end dates, cost of holiday, method of payment, amounts paid, limited details of other people booked on the same holiday (names, gender, age range), whether you have a dog
- Whether you wish to receive marketing information from us, such as our email marketing newsletter
- Any feedback you leave.

We do not capture or store any payment card details. Card payments are handled by our payment service provider, HolidayRentPayment (Yapstone Europe Ltd).

We use digital analytics (Google) to gather anonymous information on how people interact with our website. The anonymous information collected, such as how you got there, pages visited, time on the website and links clicked, helps us evaluate how our website can be improved. We do not collect or store any personal data from visitors to our website other than information that is knowingly and voluntarily given as part of the process of booking a property through our website. Cookies are not used to collect any other information from visitors to the website.

3. How do we use your personal data?

We use your personal information to:

- Manage your booking of a property
- Communicate with you about your booking, including for example, responding to your emails, text messages, messages on social media and so on
- Process your payments
- With your permission, send you our email marketing newsletters, which may include details of special offers and competitions.

When you book a property with us we will maintain a record of your booking for our records unless you ask us to delete this information.

4. How do we collect your personal data?

We receive personal data from:

- You, as you provide it to us (for example, when booking a property, leaving a review or enquiring about booking a property)
- Your use of our website to book a property
- Third party holiday providers you may book a property with, who are authorised by us to market our property (in such cases, those providers must also inform you about their use of your personal data)
- Your interaction with our email marketing newsletter (provided you have not unsubscribed)
- Third party review services, such as TripAdvisor and UpFront Reviews

5. How do we share your personal data?

In order to manage your booking of the property, we share your data with the company that provides our online booking and calendar management software. The company we use is SuperControl Ltd, of Unit 2, Station Yard, Castle Douglas, DG7 1LA, Scotland.

If you subscribe to our email marketing newsletter or otherwise consent to us sending you marketing information, we share your data with companies that provide specialist marketing platforms. The company we use is MailChimp. You can read about how Mailchimp uses your personal data here: <https://mailchimp.com/legal/privacy/>

We may pass on your personal data if we have a legal obligation to do so. We will never pass any personal data on to any other third party without your consent.

6. How do we store your personal data?

We take appropriate measures to safeguard the information we hold from unauthorised access or improper use. Our database is stored in a secure, password protected location. Only we have access to this data.