



## **1. WHO ARE WE?**

This website (“Site”) is operated by Petite Hotels Ltd a company registered in England and Wales under registration number **10163181** and our registered address is Limestone Hotel, Main Road, West Lulworth, BH20 5RL (“we” “us” and “our” being interpreted accordingly). We are the data controller for the purposes of this Privacy Policy. This Privacy Policy relates to The Petite Hotels Ltd, a small chain of hotels and restaurants.

## **2. WHAT IS THIS PRIVACY POLICY FOR?**

This Privacy Policy gives you information about how we will use personal data and other private information that we collect from you as a user of this Site, or as a membership applicant, member, hotel guest or customer of The Petite Hotels Ltd (“you” or “your” being interpreted accordingly). When we refer to ‘personal data’ in this Privacy Policy it means any information that relates to you from which you can be identified. This Privacy Policy governs the processing of your personal data, including in connection with your use of our Site, so please read it carefully.

## **3. WHAT PERSONAL DATA MAY WE COLLECT?**

Petite Hotels LTD does not capture and store any personal information about individuals who access this website except where you voluntarily choose to give us your personal details via e-mail, or by using an electronic form, or enquiring about any of our services.

Personal data supplied for enquiry purposes will be used exclusively for providing you with the information requested, and will not be passed on to any outside organisation and/or individuals without your express consent.

Personal data provided via e-mail or electronic forms in connection with the provision of Council services is subject to a specific confidentiality policy under the Data Protection Act 1998 & GDPR. This policy applies to all personal data supplied, whether verbally, in writing or electronically

We may collect the following personal data about you:

- The personal details you provide (such as name, address, e-mail address, business address and phone number) when submitting an enquiry or reservation request.
- Payment details that we require for the purpose of recording and processing your reservation request (or administering your reservation) (for further details please also refer to the section below headed 'Payment Information').
- Personal details you choose to give when corresponding with us by phone, e-mail, or that you provide to us when you visit The Limestone Hotel or Lulworth Lodge.
- Any other personal or private information about you that you choose to submit to this Site or any other websites we operate.
- Information about other guests included in your booking details.
- Information about your preferences (e.g. advertising interests, cookie data, clickstream data, browsing history, responses to direct marketing, and opt-outs from direct marketing) and any information provided to us by third parties.

## **4. COOKIES**

Our Site uses cookies for a number of purposes, including to distinguish you from other users, to provide you with a good user experience when you browse our Site and to allow us to improve the features of this Site.

Cookies are small text files used by browsers to store small bits of information about a device or computer, such as preferred settings or preferred languages.

Cookies do not take up much space (unless you have thousands of them) and cannot contain viruses or other harmful code.

Petite Hotels LTD does not use "cookies" for any purposes except that required for system administration of the web server and to administer the following advertising services:

### **Google AdWords**

This website uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors to this site. It could mean that we advertise to previous visitors who haven't completed a task on our site, for example using the contact form to make an enquiry. This could be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to our websites. Any data collected will be used in accordance with our own privacy policy and Google's privacy policy.

You can set preferences for how Google advertises to you using the Google Ad Preferences page, and if you want to you can opt out of interest-based advertising entirely by cookie settings or permanently using a browser plugin.

### **Facebook**

This website uses Facebook custom audience targeting and Facebook conversion tracking to provide measurement services and information and target ads based on your behaviour on this website, including remarketing. Any data collected will be used in accordance with our own privacy policy and Facebook's privacy policy. You can find out more information and learn how to opt-out here [www.aboutads.info/choices](http://www.aboutads.info/choices) and [www.youronlinechoices.eu/](http://www.youronlinechoices.eu/)

Links from this web site to other web sites are not covered by this policy.

## 5. HOW WE USE YOUR DATA

We may use your personal data in the following ways:

- To operate our business and provide you with services you have requested.
- To display the content of this Site, and any customisations you may select.
- To verify your identity.
- To acknowledge, confirm and deal with your enquiry, including a reservation request or membership application (and where necessary put you on our waiting list).
- Where we are asked to deal with any other enquiries or complaints you may make.
- To notify you about any changes to this Site, or services provided through this Site.
- To provide you, or permit selected third party service providers, to provide you with information about goods or services we feel may interest you. We, or those selected third parties, will however only contact you if you have previously consented to such contact and only by such means (e.g. email or post) as you have also previously consented to. Any marketing email that you receive from us will allow you to unsubscribe to further email promotions.
- To contact you in connection with user/customer surveys and use any information you choose to submit in response.
- To administer our Site and ensure that our Site is presented in the most effective manner for you and for your computer/device.
- For internal business/technical operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes and as part of our efforts to keep our Site secure.

- On an aggregate basis, to understand how individuals collectively use the features of our Site.
- To give effect to your legal rights and your rights under this Privacy Policy.
- To protect against fraud, identity theft, and other unlawful activity.
- To establish or exercise any legal rights or claims.
- To satisfy our obligations under applicable law, this Privacy Policy, and any other policies or terms that are applicable to our relationship with you.
- For other purposes to which you have consented, and we may combine personal data that you provide to us with other information we collect about you for the purposes set out in this Privacy Policy.

## **6. DISCLOSURE OF YOUR PERSONAL DATA**

We may share your personal data with third parties in the following situations:

- We may disclose your personal data to our employees and agents to the extent necessary to provide you with services you have requested.
- We may make your personal data available to selected third parties who act on our behalf to support our operations (for example, card processing or payment services (see the section below headed ‘Payment Information’) and credit reference agencies to protect against possible fraud, subject to appropriate contractual protections in accordance with applicable law.
- Our IT suppliers and contractors (e.g. data hosting providers or delivery partners) who may need to have access to your personal data to provide IT support and enable us to provide membership or guest services and other goods/services available on this Site or otherwise available to members or guests, subject to appropriate contractual protections in accordance with applicable law.

- If we sell or transfer all, or any portion, of our business or our company assets to any third party, personal data held by us about you may be one of the transferred assets.
- If we need to disclose your personal data to comply with a legal obligation or to enforce our [Terms & Conditions](#) or other applicable contract terms that you are subject to.
- To protect us, our guests or contractors against loss or damage (including, without limitation, exchanging information with the police, courts or law enforcement organisations).
- To the extent necessary to establish, exercise or defend legal rights or claims, or for the purposes of investigating actual or suspected unlawful activity.

## **7. PAYMENT INFORMATION**

Any credit/debit card payments and other payments you make through this Site will be processed by our third party payment provider, and the payment data you submit will be securely stored and encrypted by our payment service provider using up to date industry standards. Please note that we do not ourselves directly process or store the debit/credit card data that you submit, but third party service providers may do so on our behalf, in accordance with this Privacy Policy. We may arrange that card or payment data you submit in support of a membership application or subscription is stored for the purpose of processing your application, initiating your membership and collecting your subscription fees if your initial application is successful (or if you are put on to a membership waiting list, please note that this data may be stored for later use to initiate your membership and subscription). We may also store and use this card or payment information for the purpose of processing any future payments that you make as a member for additional goods and services. We will store this data in accordance with our legal obligations under applicable law and only for so long as legally permitted. You may choose to opt-out of us, or our service providers, holding your card or payment data, although this means that you will need to re-supply us with card/payment details to initiate your membership subscription or for the purpose of making any

future purchases.

## **8. SECURITY**

Where we have given you (or where you have chosen) a password or log-in which enables you to access certain restricted parts of our Site, you are responsible for doing everything you reasonably can to keep these details secret. We do not to share your password or log-in details with any third parties. Unfortunately, the transmission of information over the internet or public communications networks can never be completely secure.

## **9. DATA RETENTION**

We will only retain your personal data for as long as we require those personal data in connection with the purposes set out in this Privacy Policy, except where we are required or permitted, under applicable law, to retain your personal data for additional periods of time.

## **10. YOUR DATA PROTECTION RIGHTS**

Subject to applicable law, you may have the following rights in relation to your personal data:

- The right to request access to, or copies of, your personal data that we process.
- The right to request correction of any inaccuracies in your personal data.
- The right to object, on legitimate grounds, to the processing of your personal data.
- The right to request that your personal data are deleted. This does not affect your

statutory rights. If you wish to exercise any of these rights please contact us as described in the section below headed 'Contact'. Any access request may be subject to a small fee to meet our costs. We may also need to ask you for further information to verify your identity before we can respond to any request.

## **11. CHANGES TO OUR PRIVACY POLICY**

Any changes we may make to our Privacy Policy in the future will be posted on this page. Please check back frequently to see any updates or modifications.

## **12. CONTACT**

Questions, comments or requests regarding this Privacy Policy should be addressed to [daria@limestonehotel.co.uk](mailto:daria@limestonehotel.co.uk).