



## Privacy Policy/Data Protection

At The HomeArms Cottage we understand that customers care about the use and storage of their personal information and data. This document sets out our policy on how we will use and protect your personal information. As a family run business we have always known the value of trust, so you can be sure that we will only use your data as outlined in our Privacy Policies.

## Information we collect

### The personal information we collect includes the following:

#### Information required to complete a booking:

- The full name and address of the person making the booking
- The email address of the person making the booking
- Credit / Debit card details. When provided as part of our online booking system the details are stored securely by FabPay. We can only view the last 4 digits and the expiry date of the card. If you provide Credit/debit card details over the telephone or in person these will be entered manually into our secure payment system and this will be the only place they are stored. We request that you **DO NOT** provide card details by email as we cannot guarantee the security of such communications.

#### The following information can also be provided but is not mandatory:

- The telephone numbers of the person making the booking
- The names of all guests staying as part of the booking
- Any additional information you wish to provide that you feel is pertinent to your stay (e.g. food or other allergies, dietary requirements, special requirements, etc.)

## How we collect data

The data we collect is provided to us by you or an agent/representative acting on your behalf when:

- Forms are completed on our website or our online booking system
- We receive an email or a letter
- Information is provided to us by telephone
- You tell us in person.

## How we store your data and keep it secure

We take all reasonable technical and organisational precautions to store your information in a secure manner and prevent its loss or misuse.

Your data is stored on a secure database operated by our booking manager(s) Free-To-Book and booking.com who both have their own additional privacy policies. These databases are fully compliant with the GDPR data rules.

The Ship's Quarters Guest House does not store or capture any personal data other than as detailed above (see the **Information we collect**). Neither The HomeArms Cottage, Booking.com nor Free-To-Book will transfer any personal data to any other party if it is not part of the booking and review process.

All credit and debit card data captured via our booking system or by other means is kept secure with the PCI level 1 compliance of FabPay, Stripe and PCI Card Storage.

Where you choose to pay us by credit or debit card using our processing terminal (whether it is by using the physical card or when we process a card in the "cardholder not Present" manner), we will have a printed receipt slip that contains details of the amount paid and some card details. This receipt slip is kept in a secure location and can only be accessed by authorised personnel. The slip is kept separately from any other

information that could identify the card as belonging to an individual. Card payment slips are only kept for as long as is reasonable and destroyed using a security grade shredder.

On arrival, we require you to verify your identity and booking details by signing a printed registration form that includes the personal information you (or your representative) have provided. This registration form is kept in a secure location and can only be accessed by authorised personnel. This form is only kept for as long as is reasonable and destroyed using a security grade shredder.

## Using your personal information

The personal information provided to us will only be used in connection with the services we are providing to you and is intended to improve your experience.

### We may use your personal information to:

- Process your booking and provide confirmation details
- Obtain payments for our services via credit/debit card
- Respond to any questions or comments via e-mail, telephone or post.
- Provide information that may be useful to you
- Request feedback about your stay with us, the booking experience and our website. This is sometimes done in conjunction with booking.com and Free-to-book.
- Return any items that you may forget to take with you on check-out
- Send an email after your stay with a discount code that can be used for future bookings

## Disclosures, Data Storage and Information sharing

We will not store or process your personal information outside the United Kingdom. Other than this, we may disclose your personal data as required by law to any third parties.

We may share your personal data with third parties with which we have partnered to enable an integrated user experience. In particular, we work with Free-To-Book who provide our booking engine and Sagepay who handle the secure storage and processing of Debit and credit card information. We may also supply your email address to Free-To-Book and Booking.com for the sole purpose of obtaining feedback about your stay. You are under no obligation to provide such feedback, and you will only receive 1 email from each of our review partners. If you do provide feedback this may be used for marketing purposes, but we will not disclose any of your personal information.

Please rest assured that we only share your personal data as necessary for any third party to provide the services as requested or as needed on our behalf. These third parties (and any subcontractors) are subject to strict data processing terms and conditions and are prohibited from utilising, sharing or retaining your personal data for any purpose other than as they have been specifically contracted for (or without your consent).

## Embedded content from other websites

Articles on our website may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

## Cookies and Similar Technologies

Cookies and similar technologies are used on our website. They allow us to track your browsing behaviour, links clicked, items purchased, your device type, and to collect various data, including analytics, about how you use and interact with our Services. This helps us to provide you with a better user experience and improved performance.

We use various web analytics tools such as Google Analytics, to collect information about how you interact with our website. This information includes things such as IP address, geographic location of the device, browser type, browser language, date and time of your request, time(s) of your visit(s), page views and page

elements (e.g., links) that you click, what site you visited prior to visiting our website and how much time you spend on each page.

If you do not want information collected through the use of these technologies, there is a simple procedure in most browsers that enable you to automatically decline many of these technologies or to be given the choice of declining or accepting them.

If you reside in the European Union or other jurisdiction that requires us to obtain your consent to use cookies on our sites, then you will have an opportunity to manage your cookie preferences on the site; except that certain cookies are required to enable core site functionality, and you cannot choose to disable those cookies.

## **Policy amendments**

We may update this privacy policy from time to time by posting a new version on our website.

## **Your rights**

You may request that we provide you with any personal information we hold about you. Provision of such information will be subject to the supply of appropriate evidence of your identity (e.g. a photocopy of your passport certified by a solicitor or bank plus an original copy of a utility bill showing your current address)

You also have the right to request that we delete and destroy your personal data. Subject to providing evidence of your identity (see above) we will be happy to comply with a request to delete your data.

## **Third party websites**

Our website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites and you should exercise caution and look at the privacy statement applicable to the website in question.

## **Updating information**

Please let us know if the personal information which we hold about you needs to be corrected or updated.

## **Who we are and how to Contact us**

If you have any questions about this privacy policy or our treatment of your personal information, please write to us by e-mail to [frontdesk@thehomearms.com](mailto:frontdesk@thehomearms.com) or by post to

Gary Steenvoorden.  
The Home Arms Guest House  
High Street  
Eyemouth  
TD14 5EY

Our website is: <http://www.thehomearms.com>

Updated May 2018