

Privacy policy for Aberdovey Cottages and Sea View Holidays

We take your privacy rights as a customer seriously. In this Privacy Policy, references to "we" and "us" are to www.aberdoveycottages.co.uk registered address Tan y Graig, Brynchrug, Tywyn, Gwynedd, LL36 9PR. By using this site and submitting any personal data, you agree to the use by us of such data in accordance with this privacy statement.

What information we collect and why?

When a visitor provides personal data to us, we will use it for the purposes for which it was provided to us. When you place an enquiry or make a booking with www.aberdoveycottages.co.uk, the information we may ask for will be to know your name, e-mail address, home address, your home and/or work telephone numbers and when making a booking your payment details, which may include credit or debit card number and expiry date. This enables us to authorise your payment, process and fulfil your booking and to notify you of your booking status.

How we secure your information and your rights are regulated under the Data Protection Act 1998 and associated legislation and regulations.

You have rights under the Data Protection Act 1998. Individuals have the right:

- To request and access a copy of their information (personal data);
- To object to the processing of their information if they feel it is likely to cause or is causing damage or distress;
- To prevent processing for direct marketing, (e.g. Opt-Out);
- In certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed; and
- To claim compensation for damages caused by a breach of the Act in the courts.

Your personal information may also be processed through other third party contractors engaged by us to perform a variety of functions such as processing your bookings, assisting with promotions or providing technical services for our websites including hosting. We require all such third parties to treat your personal information as fully confidential, and to fully comply with all applicable UK and European data protection and consumer legislation from time to time that's in place. Each of these parties is required by law to have their own privacy policy, links to these can be provided on request.

Links from and 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.

Our website does not collect or compile personally identifying information for sale to outside parties for consumer marketing purposes, or host mailings on behalf of third parties.

We may from time to time contact you to supply you with details of our products, services and/or to share our current promotions. You can opt-out of marketing either by selecting the appropriate opt-out option during the checkout process, or by selecting the unsubscribe option available on any promotional email.

In order to monitor the performance of our site we collect

- A session ID to uniquely identify you on our site, and also monitor site traffic and volume so that we can identify which pages are being viewed, and how well certain promotions are doing.

Why and 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, 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 webpage 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.

In order to fulfil any bookings placed with us we collect:

- An email address and telephone number to contact you
- Name of customer
- Credit card / Payment information – We are PCI DSS compliant
- Billing and postal addresses

What we do with your information?

Any personal information we collect from you will be used in accordance with the Data Protection Act 1998 and other applicable laws and regulations such as the Privacy Electronic Communication Regulations. The details we collect will be used:

- To process your booking, to maintain records and to provide after-sales service.
- To comply with legal requirements
- For Aberdovey Cottages and Sea View Holidays marketing purposes, where you have agreed to this.
- If you would like details of the information which you have submitted to us through this site, you have a right of access to such information and you may contact us in writing at the above address. We may charge for a request for access in accordance with applicable legal requirements.

Data retention

- The personal data you submit to us will only be retained for as long as is reasonably required for the purposes for which it was collected, or as required by law.