

# PRIVACY POLICY

## Data and Information Safe in our Hands

When we use the terms “Our Website” we are referring to the website that loaded this page, or “Our Company”, “Our Business”, “Us” , “We”, “Our”, we are referring to the ”Company Trading As” mentioned on the website that loaded this page.

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**From the Data Controller for this website, under the Data Protection Act 1998.**

**We process your data in accordance with the Data Protection Act and UK Law. The purpose of this privacy policy is to inform you as a user or visitor to our website about the data/information we collect on this website, how we use this data/information, whether this data/information is disclosed, and the ways in which we protect users' or visitors' privacy.**

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We want you to feel secure when visiting our website and therefore we are committed to respecting your privacy. Below we give an overview of how we do that.

## Data and Information Safe in our Hands

1: The information we collect from our website:

- We collect information Indirectly and Directly.
- We collect Recognisable information and Anonymous information.

**Recognisable Data:** When you access our website, our web hosting servers collect information indirectly, such as your internet protocol address or IP address, which is then kept in our internet access logs.

**Anonymous Data:** We collect information directly from you in a number of ways. One way is by using 1<sup>st</sup> party cookies. Cookies are small files of information that save and retrieve information about your visit to our site, such as how you entered our site, how you navigated through the site and what information was of interest to you.

**Recognisable Data:** We also collect information when you decide to give it to us. For example, you may use a form to pass information you want us to have via our website. When we collect this type of information, it is to process an enquiry or order and allow us to respond to you using the details you provide. When it is not an enquiry or order we will notify you as to why we are asking for information and provide an explanation of how this information will be used. It is completely up to you whether you provide your details, but be assured that we fully comply with the UK's Data Protection Act.

When visiting our website pages that display a Twitter or Facebook Like button, information relating to the date and time of your visit, the web page you are on (commonly known as the URL) and other technical information about the IP address, browser and operating system you use may be collected by Twitter or Facebook. If you are logged into Facebook or twitter, your user ID may also be associated with the information mentioned above. For more information, read the Twitter & Facebook privacy policy.

**Cookies:** The cookies we use are 1<sup>st</sup> party cookies, 3<sup>rd</sup> party cookies are also used on our website because of the free services provided to us by Google, Google Maps, Facebook, Twitter, Trip Advisor and others. If you are uncomfortable about the use of any Category 2, 3 or 4 1<sup>st</sup> party or 3<sup>rd</sup> party cookies, you can disable them on our website by clicking on the Cookie Category Icons (bottom left). Hovering over the cookie categories will display what we and 3<sup>rd</sup> parties use the cookies for.

## Data and Information Safe in our Hands

### **What are Cookies and what cookies does our website use.**

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information regarding how the website is used.

Cookie	Name	Purpose	More information
Google Analytics 3 <sup>rd</sup> party	_utma _utmb _utmc _utmz	These cookies are used to collect information about how visitors use our site. We use the information to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited on the website.	<a href="#">Click here for an overview of privacy at Google</a>
Trip Advisor 3 <sup>rd</sup> party	v1st TATravelInfo TASession TAUnique ServerPool CM BEPIN TAReturnTo	Trip Advisor uses these cookies to record a visit to the website and structure adverts if the clicked certificate or logo is clicked to visit the Trip Advisor website.	
Google Maps 3 <sup>rd</sup> party	PREF NID	Display Map preferences	
Google +1 3 <sup>rd</sup> party	SID ULS BEAT	Only when you are logged into your Google Account & to check to see if you have Google-plus-one the website.	
Facebook Likes 3 <sup>rd</sup> party	ULS Presence Act _e_undefined_0 L W	These cookies are used to help record your Like or Recommendation after you click on the Facebook button to record your approval of the business.	
Twitter Tweets 3 <sup>rd</sup> party	guest_id k _twitter_sess js	Provides a guestID to view the Tweets and records the IP address. If logged into a twitter account records ID and session.	

## Data and Information Safe in our Hands

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

### **YouTube cookies**

We may embed videos from our official YouTube channel using YouTube's privacy-enhanced mode. This mode may set cookies on your computer once you click on the YouTube video player, but YouTube will not store personally-identifiable cookie information for playbacks of embedded videos using the privacy-enhanced mode. To find out more please visit [YouTube's embedding videos information page](#).

### **2: How do we use information?**

We may analyse anonymous data to see what is most effective about our website, to help us identify ways to improve it and to make it more effective. We may also use recognisable data for other purposes, which we would inform and describe to you at the point at which we collect the information.

### **3: Data Disclosure or Sharing with other organisations.**

We do not disclose or share any of your data with other organisations unless the law permits or requires us to do so, also we do not sell your data. We will share it only with our authorised Data Processors, who must act at all times on the instructions of our Data Controller and within the confines of the Data Protection Act 1998. Before you submit any information, we will notify you as to why we are asking for specific information or you will volunteer information to allow us to contact you or fulfil your request, and it is up to you whether you provide it.

While we only share your information with our Data Processors, when you visit pages on our site that display a Google Maps, Google +1's, Twitter Tweets or Facebook Like buttons, Trip Advisor awards or logos, these 3<sup>rd</sup> parties may/will collect information about your visit. For more information about the data they collect should you be logged into one of their services please read the relevant section on the Twitter, Google, Trip Advisor, Facebook privacy policy websites.

### **4: Access to Data/Information we hold about you.**

You are entitled to know whether we hold information about you and, if we do, to have access to that information and require it to be corrected if it is inaccurate. You can do this by contacting: The Data Protection Officer.

We take appropriate steps to maintain the security of your data on our website and on the computer system we use within our business. However, the open nature of the internet means that data may flow over networks without security measures and may then be accessed and used by people other than those for whom the data is intended. Our intention is that this should not happen and we take measures to ensure that it does not.