

****Privacy Policy****

****Effective Date:**** 13/09/2024

****1. Introduction****

Welcome ("we," "our," or "us"). We are committed to protecting your personal data and ensuring your privacy. This Privacy Policy outlines how we collect, use, and protect your personal information when you book or stay at our holiday cottages, visit our website [insert website URL], or interact with us. Please read this policy carefully to understand our practices.

****2. Information We Collect****

We may collect and process the following types of personal data:

- ****Personal Details:**** Name, address, email address, phone number, and identification details.
- ****Booking Information:**** Details of your bookings, including dates, rental properties, and special requests.
- ****Payment Information:**** Payment card details and transaction history (handled securely by our payment processors).
- ****Stay Details:**** Information about your stay, such as check-in/check-out dates and any issues or complaints reported.
- ****Technical Data:**** IP address, browser type, and device information collected through cookies and similar technologies.
- ****Marketing Preferences:**** Your preferences regarding marketing communications.

****3. How We Use Your Information****

We use your personal data for the following purposes:

- ****To Process Bookings:**** Managing and confirming your reservations, processing payments, and providing booking confirmations.
- ****To Provide Services:**** Ensuring a smooth and enjoyable stay, including managing any special requests or addressing issues.
- ****To Communicate with You:**** Sending booking confirmations, pre-arrival instructions, and follow-up emails. We may also send you marketing communications if you have opted in.
- ****To Improve Our Services:**** Analysing feedback and usage data to enhance our services and guest experience.
- ****To Comply with Legal Obligations:**** Meeting legal requirements related to bookings, taxation, and security.

****4. Legal Basis for Processing****

We process your personal data based on the following legal grounds:

- **Contract:** To fulfill our obligations under the booking contract and provide the services you request.
- **Consent:** Where you have given consent, for example, to receive marketing communications.
- **Legal Obligation:** To comply with legal and regulatory requirements.
- **Legitimate Interests:** To manage our business operations, ensure security, and improve our services.

5. Sharing Your Information

We may share your personal data with:

- **Service Providers:** Third parties who assist us in providing our services, such as payment processors, IT support, and marketing partners.
- **Legal Authorities:** If required to comply with legal obligations or protect our rights.
- **Business Transfers:** In connection with a business transfer, such as a merger or acquisition.

6. International Transfers

In certain cases, your personal data may be transferred to and processed in countries outside the UK. We ensure that any such transfers are carried out with appropriate safeguards in place to protect your data.

7. Data Security

We implement appropriate measures to protect your personal data from unauthorized access, disclosure, or destruction. While we strive to protect your data, please be aware that no security system is impenetrable.

8. Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, comply with legal obligations, or resolve disputes. Specific retention periods are based on legal requirements and our internal policies.

9. Your Rights

Under the UK GDPR, you have the following rights regarding your personal data:

- **Right to Access:** Request a copy of the personal data we hold about you.
- **Right to Rectification:** Request correction of inaccurate or incomplete data.
- **Right to Erasure:** Request deletion of your data under certain circumstances.

- **Right to Restrict Processing:** Request limitation on how we process your data.
- **Right to Data Portability:** Request a copy of your data in a structured, commonly used format.
- **Right to Object:** Object to the processing of your data based on legitimate interests or direct marketing.
- **Right to Withdraw Consent:** Withdraw consent where we rely on it for processing.

To exercise these rights, please contact us at [insert contact details].

10. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience on our website. Cookies help us understand how you use our site and improve our services. You can manage your cookie preferences through your browser settings. For more details, please refer to our [Cookie Policy/Statement].

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on our website, and the effective date will be updated accordingly. We encourage you to review this policy periodically.

12. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

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