Fell Farm Hideaway Privacy Policy

1. Introduction

Fell Farm Hideaway ("we," "us," or "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal data when you interact with us, in compliance with the General Data Protection Regulation (GDPR) and relevant English law.

2. Data We Collect

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

* Contact Information: Name, email address, phone number, postal address.
* Booking Details: Information related to your stay, such as dates, number of guests, and any special requests.
* Payment Information: Credit/debit card details, billing address (processed securely via thirdparty payment providers).
* Communication Records: Emails, messages, and correspondence with us.
* Technical Data: IP address, browser type, and version, time zone setting, and location, operating system, and platform.
* Marketing Preferences: Information about your preferences for receiving marketing from us.

3. How We Use Your Data

We use your personal data for the following purposes:

* Booking Management: To process and manage your booking, including sending confirmation details and updates about your stay.
* Communication: To respond to your inquiries, provide customer support, and send important notices about your booking or stay.
* Payment Processing: To securely process payments for your booking.
* Marketing: To send you marketing communications about special offers, news, and events (if you have opted in to receive these).
* Legal Compliance: To comply with legal obligations, such as financial recordkeeping and responding to legal requests.
* Improving Our Services: To analyze data and improve our website, services, and customer experience.

4. Legal Basis for Processing

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

* Contractual Necessity: To fulfill our contractual obligations to you when you make a booking.
* Legitimate Interests: To manage and operate our business, improve our services, and communicate with you.
* Consent: For marketing communications and any other processing for which you have given explicit consent.
* Legal Obligations: To comply with applicable laws and regulations.

5. Data Sharing

We may share your personal data with:

* Service Providers: Thirdparty service providers that help us operate our business, such as payment processors, booking platforms, and IT support.
* Legal Authorities: If required by law, or to protect our legal rights, we may share your data with government authorities or law enforcement.
* Business Transfers: In the event of a sale or transfer of our business, your personal data may be transferred as part of the transaction.

We do not sell or rent your personal data to third parties for marketing purposes.

6. Data Security

We take appropriate technical and organizational measures to protect your personal data from unauthorized access, loss, misuse, or alteration. This includes encryption, secure servers, and access controls.

However, please note that no data transmission over the internet can be guaranteed as completely secure. While we strive to protect your personal data, we cannot guarantee its absolute security.

7. Data Retention

We will retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, including to satisfy legal, accounting, or reporting requirements.

Booking and Transaction Data: Retained for 6 years after the end of the financial year in which your booking was made, to comply with tax laws.

Marketing Data: Retained until you opt out or withdraw your consent.

8. Your Rights

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

* Access: You have the right to request a copy of the personal data we hold about you.
* Correction: You have the right to request that we correct any inaccuracies in your personal data.
* Erasure: You have the right to request that we delete your personal data, subject to certain legal exceptions.
* Restriction: You have the right to request that we limit the processing of your personal data.
* Portability: You have the right to receive your personal data in a structured, commonly used, and machinereadable format and have the right to transmit it to another controller.
* Objection: You have the right to object to the processing of your personal data in certain circumstances, including for direct marketing purposes.

Withdraw Consent: If we are processing your personal data based on your consent, you have the right to withdraw that consent at any time.

To exercise any of these rights, please contact us using the details provided below.

9. Cookies

Our website uses cookies to enhance your browsing experience, analyze site traffic, and personalize content. For more information on how we use cookies and how you can manage them, please refer to our Cookie Policy.

10. ThirdParty Links

Our website may contain links to thirdparty websites. Please note that we are not responsible for the privacy practices of these external sites. We encourage you to read their privacy policies before providing any personal data.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and where appropriate, notified to you via email. Please review this policy periodically to stay informed about how we protect your personal data.

12. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal data, please contact us at:

Fell Farm Hideaway, Fell House Farm, Colwell, Northumberland, NE464TS

info@fellfarmhideaway.com

If you are not satisfied with our response, you have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's data protection authority.