

PRIVACY POLICY

We are committed to ensuring that your privacy is protected, and We understand the need for appropriate protection of all personal information provided by You to Us. This Privacy Policy has been created in order that You understand the importance that we attach to this issue and Our commitment to ensure that we comply with UK legislation and the Global Data Protection Regulations (“GDPR”).

1. PowderMills Hotel is owned and operated by PowderMills Prop Co UK Ltd registered in England and Wales under the number 15707946 and having its registered offices at Building 1000 Beach Drive Waterbeach, Cambridge. CB25 9PD. PowderMills Prop Co UK Ltd operates www.powdermillshotel.com and uses the Guestline Ltd booking service which includes the processing of online payments for bookings made via the Booking Service and Guest Revu Ltd which is software that collects guest satisfaction survey data.

2. Your consent

By using Our Website or Booking Service and providing personal details, including where You search or book accommodation, You consent to the collection, use and retention of your personal information for legitimate business purposes as explained and set out in this Privacy Policy.

3. Collection, use & retention of information

We collect, use and retain information about you only to the extent that is reasonably required to conduct our business effectively. The information collected by Us varies depending on the service you request from Us. We may collect personal details such as but not limited to Your name, address, accommodation details, credit/debit card number and expiry date, billing details and telephone numbers (“Information”) when You use Our Booking Service. Your credit/debit card details are only used to process the transaction You have requested and are NOT stored or used in any other way by Us. We may also collect Information directly from You when You speak to Us over the telephone or send Us correspondence or submit an accommodation review or a review of Our services. We use Information to complete transactions on Your behalf and to ensure that we can efficiently manage and track transactions that are processed through Our system. We also use Information to monitor Our system’s efficiency and usability, and to test and develop enhancements and changes to the way We do business. We may also collect this

Information via a third party which may be an accommodation provider that You selected via the Booking Service, or a third party operating the website which made the Booking Service available to You (for example: an online travel website, or regional and local tourism organisation). We will also share Your information with third parties where this is necessary to process and complete transactions on Your behalf. Such third parties include, but not limited to, accommodation providers, travel agencies and the operators of online travel sites, payment processors). Although this Privacy Policy applies to Information about You that may have been provided to Us by third parties, We are not responsible for the privacy policies of those third parties or the operators of the sites that offer our Booking Service, and We will not be liable for those third parties' data protection policies and practices.

4. Protection of information

We maintain appropriate security standards and procedures in relation to the collection, use and retention of Your Information in order to prevent unauthorised access or disclosure. We are compliant with the Payment Card Industry security standard (**PCI-DSS Level 1**). We are audited annually by an independent expert and the card schemes, including a full review of our systems and procedures, and the relevant penetration tests, to ensure that we provide the highest level of card payment security. Card details are encrypted and fully tokenised and are not held beyond the scope of the booking duration. We cannot be held liable for the security of any card information that You may have passed on to an accommodation provider or to a travel agency by means other than Our Website or Booking Service.

5. Disclosure to third parties

We will not share your information with any third party

6. Employee access to information

Your information is disclosed to our employees on "a need to know" basis and we confirm that all such persons understand the importance of client confidentiality and privacy.

7. Updating, maintenance and accuracy of your information

We do our best to ensure that all information held relating to You is kept up-to-date, accurate and complete. Data populated by You (including your personal details entered in any fields) is Your sole responsibility and any changes to any aspect of Your personal data should be updated

directly by You. If you have any questions or comments about our Privacy Policy, please contact us on manager@powdermillshotel.com and we will endeavour to respond as soon as possible.

8. Complaints procedure

You have the right to request a copy of the information we hold about You, and you have the right to request that Your personal data be deleted from our systems. Our security procedures mean that we may request proof of identity before we are able to disclose any Information to You. To the extent that We have a legal obligation to hold Your Information – for example the requirement to hold invoice information for up to seven (7) years and the requirement to provide guest registration information to the local health & safety or police authorities – the minimum Information required shall be held until the legal requirement expires and the minimum required Information shall be passed to the relevant authorities.

If You wish to make a complaint about PowderMill Estates Limited our services or any associated matter, you may contact us by telephone, email, or letter. We do not require complaints to be made in writing. Wherever possible, complaints will be dealt with promptly, and you will receive a response under thirty (30) working days.

Contact details

Our contact details are as follows:

PowderMills Prop Co UK Ltd
Address: PowderMills Hotel, Powdermill Lane, Battle, East Sussex. TN33 0SP
Telephone +44 1424 775511
General enquiries or Complaints: manager@powdermillshotel.com

Data Protection Officer

The Data Protection Officer (DPO) acting for and on behalf of PowderMills Prop Co UK Ltd is:

Mr Christopher Cooper
Managing Director
PowderMills Hotel
Powdermill Lane
Battle
East Sussex
TN33 0SP

