



Privacy Policy

The Beehive Guest House (“we, us, our”) respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we collect, use and process your personal data including how we look after your personal data when you visit our website. This notice also tells you about your privacy rights and how the law protects you.

1. Purpose of this privacy notice

This privacy notice aims to give you information on how we collect and process your personal data through your use of this website, including any data you may provide through this website when you make a booking or purchase a product or service, sign up to our newsletter or take part in a survey.

This website is not intended for children and we do not knowingly collect data relating to children. If we become aware that we have collected Personal Data from children without parental consent, we will take steps to remove that information from our servers.

It is important that you read this privacy notice so that you are fully aware of how and why we are using your data.

Definitions:

Data Controller

Data Controller means a person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal data are, or are to be, processed.

For the purpose of this Privacy Policy, we are a Data Controller of your data.

Data Processor (or Service Providers)

Data Processor (or Service Provider) means any person who processes the data on behalf of the Data Controller.

We may use the services of various Service Providers in order to process your data more effectively.

Data Subject

Data Subject is any living individual who is the subject of Personal Data.

User

The User is the individual using our Service. The User corresponds to the Data Subject, who is the subject of Personal Data.

Changes to the privacy notice and your duty to inform us of changes

We may make changes or updates to this document from time to time. We will notify you of any changes by posting our new Privacy Policy on our website.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Third-party links

This website may include links to third-party websites and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their content or privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

2. The data we collect about you

Personal data, or personal information, means any information about a living individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- Identity Data includes your first name, last name, username or similar identifier, marital status, title as well as the name of any guests travelling with you.
- Contact Data includes billing address, email address and telephone numbers.
- Financial Data includes bank account and payment card details.
- Transaction Data includes details about payments to and from you and other details of products and services you have purchased from us.
- Profile Data includes purchases made by you, your feedback and survey responses.
- Marketing and Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with a room to stay). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

3. How is your personal data collected?

We use different methods to collect data from and about you including through:

- Direct interactions. You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - book a room;
 - subscribe to our service or publications;
 - request marketing to be sent to you;
 - enter a promotion or survey; or
 - give us some feedback.
- Third parties or publicly available sources. We may receive personal data about you from various third parties and public sources including Contact, Financial and Transaction Data from providers and processors of technical, payment and delivery services we work with such as FreetoBook (<https://en.freetobook.com/>), Stripe (<https://stripe.com>), Elavon (<https://www.elavon.co.uk>).

These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

4. How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we may use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	a. Identity b. Contact	Performance of a contract with you
To process and deliver your booking including: a. Manage payments, fees and charges	a. Identity b. Contact c. Financial d. Transaction e. Marketing and	a. Performance of a contract with you b. Necessary for our legitimate interests (to recover money due to

b. Collect and recover money owed to us	Communications	us)
To manage our relationship with you which will include: a. Notifying you about changes to our terms b. Asking you to leave a review or take a survey c. Make suggestions about goods or services that may be of interest to you including promotional offers	a. Identity b. Contact c. Profile d. Marketing and Communications	a. Performance of a contract with you b. Necessary to comply with a legal obligation c. Necessary for our legitimate interests (to keep our records updated, to understand our customers experience and to grow our business)
To enable you to partake in a competition or complete a survey	a. Identity b. Contact c. Profile d. Marketing and Communications	a. Performance of a contract with you b. Necessary for our legitimate interests (to understand how customers use our products/services, to develop them and grow our business)

Promotional offers from us

You may receive marketing communications from us if you have requested information from us or purchased goods or services from us or if you provided us with your details when you entered a competition or registered for a promotion and, in each case, you have not opted out of receiving that marketing.

5. Disclosures of your personal data

We may have to share your personal data with the third parties set out below for the purposes set out in the table in paragraph 4 above.

- Third Parties including
 - service providers acting as processors who provide IT, financial, payment transaction and system administration processes
 - Professional advisers acting as processors or joint controllers including lawyers, auditors and insurers based within the EU who provide consultancy, legal, insurance and accounting services
 - user experience software providers such as Mailchimp to improve our website, products/services, marketing, customer experiences
 - HM Revenue & Customs, regulators and other authorities who require reporting of processing activities in certain circumstances or for legal issues

We require all third parties to respect the security of your personal data and to treat it in accordance with the law.

6. Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those contractors and other third parties who have a business need to know.

Should a suspected personal data breach occur we will notify you and any applicable regulator of a breach where we are legally required to do so.

7. Data retention

How long will you use my personal data for?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

8. Your legal rights

Under certain circumstances, you have rights under Data Protection legislation in relation to your personal data.

You have the right to:

- Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with the law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons, which will be notified to you, if applicable, at the time of your request.
- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information, which override your rights and freedoms.
- Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you

want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

- Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you
- Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us at thebeehiveoakamoor@gmail.com.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month.

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