

## Sundial Guest House Privacy Policy

This is a privacy policy for the Sundial Guest House. We respect your privacy. Here is an outline of the information that Sundial Guest House gathers how you can opt-out.

If you have any questions about this privacy policy, please email [info@sundialstays.co.uk](mailto:info@sundialstays.co.uk)

### Our Commitment to Privacy

Your privacy is important to us. To better protect your privacy, we provide this policy explaining our online information practices and the choices you can make about the way your information is collected and used. To make this Policy easy to find, we make it available via the link at the bottom of all pages.

### Relevant legislation:

Along with our business and internal computer systems, this website is designed to comply with the following national and international legislation with regards to data protection and user privacy:

- UK Data Protection Act 1988 (DPA)
- EU General Data Protection Regulation 2018 (GDPR)

### The Information We Collect:

This Policy applies to all information collected or submitted on the Sundial Guest House website. On some pages you can make requests and request Sundial Guest House to make contact with you. The types of personal information collected at these pages are:

- Name
- Email address
- Phone number

### The Way We Use Information:

We use return email addresses to answer the email we receive. Such addresses are not used for any other purpose and are not shared with outside parties. We undertake not to retain any of your personally identifiable data any longer than necessary. Data will be retained for the purposes already mentioned in this policy until such time as it becomes no longer valid or you specifically request its removal.

Finally, we never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without also providing you an

opportunity to opt-out or otherwise prohibit such unrelated uses. We will always provide you with a simple way to later opt out later should you change your mind.

## Personal information that this website collects and why we collect it:

This website collects and uses personal information for the following reasons:

### Google Analytics

Like most websites, this site uses Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website.

Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer's IP address which could be used to personally identify you but Google do not grant us access to this. We consider Google to be a third-party data processor (see Third Party Processors below).

GA makes use of cookies, details of which can be found on Google's developer guides. Disabling cookies on your internet browser will stop GA from tracking any part of your visit to pages within this website.

### The legal basis for processing personal data

These are the following legal reasons for processing personal data:

- For the performance of a contract with You or our Client
- For the purpose of furthering Sundial Guest House's legitimate interests including providing better services and applications
- For marketing purposes where you opted in to receive marketing communications from us. We will process your personal data and provide you with marketing communications in line with the preferences you have provided

### Contact forms and email links

Should you choose to contact us using the contact form on our Contact Us Page, none of the data that you supply will be stored by this website or passed to / be processed by any of the third-party data processors defined in section below. Instead the data will be collated into an email and sent to us over the Simple Mail Transfer Protocol (SMTP). Our SMTP servers are protected by TLS (sometimes known as SSL) meaning that the email content is encrypted using SHA-2, 256-bit cryptography before being sent across the internet. The email content is then decrypted by our local computers and devices.

## Data Breaches:

We will report any unlawful data breach of this website's database or the database(s) of any of our third-party data processors to any and all relevant persons and authorities within 72 hours of the breach if it is apparent that personal data stored in an identifiable manner has been stolen.

## Cookies:

Cookies may be used on this site. You can turn off cookies within your browser by going to 'Tools | Internet Options | Privacy' and selecting to block cookies. If you turn off cookies, you will be unable to benefit from the features that use cookies.

This website uses the cookies for third party services from Google Analytics which install cookies to help us monitor our website's usage and performance.

None of the cookies contain personally identifiable information.

## Our Third-Party Data Processors:

We use a number of third parties to process personal data on our behalf. These third parties have been carefully chosen and all of them comply with the legislation set out in the Privacy Policy.

## Data Controller:

The data controller of this website is: Sundial Guest House

## Our Commitment to Data Security:

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

## Our Commitment to Children's Privacy:

Protecting the privacy of the young is especially important. For that reason, we never collect or maintain information at our website from those we actually know are under 16, and no part of our website is structured to attract anyone under 16.

## How You Can Access or Correct Your Information:

You can access all your personally identifiable information that we collect online and maintain by contacting us at [info@sundialstays.co.uk](mailto:info@sundialstays.co.uk). To have your information

removed from our system please contact [info@sundialstays.co.uk](mailto:info@sundialstays.co.uk) from the email used to originally make first contact with the site. We use this procedure to better safeguard your information.

To protect your privacy and security, we will also take reasonable steps to verify your identity before granting access or making corrections.

## How to Contact Us:

Should you have other questions or concerns about these privacy policies, please call us at +44 (0) 1539 724468 or send us an email at [info@sundialstays.co.uk](mailto:info@sundialstays.co.uk)

In the extremely unlikely event that you are dissatisfied with any way that we handle your data requests, you are able to raise your issue with the ICO.

## Changes to our Privacy Policy:

This privacy policy may change from time to time in line with legislation or industry developments. We will not explicitly inform our clients or website users of these changes. Instead, we recommend that you check this page occasionally for any policy changes. Specific policy changes and updates are mentioned in the change log below.

## Change Log

30/07/2020 New Owner Update