

Privacy Policy

Effective Date: 1st April 2024

360 Beech ("we", "us", "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and disclose information about you when you stay at our hotel, visit our website, or otherwise interact with us.

1. Information We Collect

We collect information about you when you make a reservation, stay at our hotel, use our services, or interact with us in other ways. This information may include:

- **Personal Information:** Name, address, email address, phone number, payment information, and other information you provide when making a reservation or during your stay.
- **Identification Information:** Passport number, driver's license number, or other government-issued identification information.
- **Stay Information:** Dates of stay, room preferences, special requests, and any other information related to your stay.
- **Website Usage Information:** Information about your use of our website, including IP address, browser type, and browsing behavior.

2. How We Use Your Information

We use the information we collect for various purposes, including:

- **Reservation Management:** To process and manage your reservations and stays.
- **Customer Service:** To provide and improve our customer service and respond to your inquiries.
- **Personalisation:** To personalise your experience and provide services tailored to your preferences.
- **Communication:** To send you confirmations, updates, and marketing communications (with your consent).
- **Legal Compliance:** To comply with legal obligations and protect our rights and interests.

3. Information Sharing and Disclosure

We do not sell your personal information. We may share your information with third parties only in the following circumstances:

- **Service Providers:** With third-party vendors who perform services on our behalf, such as payment processing, email delivery, and marketing.
- **Legal Requirements:** When required by law or in response to legal process.
- **Business Transfers:** In connection with a merger, acquisition, or sale of all or a portion of our assets.

4. Data Security

We implement appropriate technical and organisational measures to protect your personal information against unauthorised access, disclosure, alteration, and destruction. However, no data transmission or storage system is completely secure, and we cannot guarantee the absolute security of your information.

5. Your Rights

You have certain rights regarding your personal information, subject to local law. These may include:

- The right to access the personal information we hold about you.
- The right to request correction or deletion of your personal information.
- The right to object to the processing of your personal information.
- The right to withdraw consent where we rely on your consent to process your personal information.

To exercise your rights, please contact us at the contact information provided below.

6. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our website and updating the effective date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

7. 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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