

# Privacy policy

## 1. Introduction

- 1.1 We are committed to safeguarding the privacy of users of [www.Mayview.co.uk](http://www.Mayview.co.uk)
- 1.2 our privacy policy is only applicable where we are assuming the role of data controller with regards to the personal data of our website visitors.
- 1.3 We use cookies on our website. Insofar as those cookies are not strictly necessary for the provision of our website and services. However by using our site you consent to cookies being placed on your hard drive

## 2 How we use your personal data.

- 2.1 From time to time we may process data on your usage of our website. This can include your IP address and location, your type of browser and length of page views, amongst other things. We will primarily use this data for analytical value and for marketing products specific to your requirements.
- 2.2 In addition to using your data to inform the design and specification of our website, we may potentially store your email address to send you annoying emails for specific products (normally specific offers relating to rooms). In return though we will offer you a specific discount for allowing us to market to you.
- 2.3 We may also use publication data, (whatever the hell that is!), from time to time in the administration of our website.
- 2.4 Mayview.co.uk may use data you have provided us via email, for offering, advertising and promoting specific goods and services you may be interested in.
- 2.5 Occasionally we may compile information about you for customer relationship purposes. This data may include your employment, sex, contact details and information we perceive as useful. Specifically we will use this data to build a profile of you, so we can again send you annoying emails.
- 2.6 Transactional data may also be captured regarding your purchases with our hotel. This will be for the purpose of record keeping only (not sending you annoying emails you'll be pleased to hear!).
- 2.7 Correspondence data may also be collected. This is data basically taken from an email you send to us and again will help us profile you, your desires wants and needs. Metadata will be taken and added to your profile. The legal basis of this is the proper administration of our website and business (and to send you annoying emails!)
- 2.8 We may use any data we deem fit to protect ourselves in a court of law or against a legal claim. Whether in court proceeding or in administration in an out of court proceeding.

- 2.9 In addition to the above we may use your data to help us get and maintain insurance cover.
- 2.91 Please do not provide any other persons personal data, unless we have asked you to do so (please send us a list of names of people who are looking for hotel rooms in Southampton!)

### **3.0 Providing your personal data to others**

- 3.1 On occasions we may share your data with other companies we are associated with for the purposes of marketing.
- 3.2 We will only share your data with companies we are associated with, we will not under any circumstances share your data with third parties. Nor will we sell your data to anyone else.
- 3.3 We may share transactional data with third party providers such as booking.com, Expedia, and Eviivo, purely for the purpose of dealing with enquires regarding payments and any complaints regarding payments. This is to ensure we refund you if required and uphold your complaint, or protect ourselves should the need arise.

### **4.0 Retaining and deleting personal data**

- 4.1 In this part we set out our policies regarding the keeping and retention of your data. We aim to comply with all legal requirements of your data as set out by the UK government.
- 4.2 Personal data will be held on file for no more than 10 years. After this time your data will be deleted in a safe and secure way.

### **5.0 Amendments**

- 5.1 We may amend our privacy by placing a new one on our website.
- 5.2 If you wish to be kept abreast of any changes to our privacy policy, we recommend you check back here occasionally. Failing that I suppose we could send you an annoying email to let you know we have changed it, what do you think...

### **6.0 Your rights**

- 6.1 Your principal rights under data protection law are:
- (a) the right to access;
  - (b) the right to rectification;
  - (c) the right to erasure;
  - (d) the right to restrict processing;
  - (e) the right to object to processing;
  - (f) the right to data portability;

- (g) the right to complain to a supervisory authority; and
- (h) the right to withdraw consent.

- 6.2 You have the right to stop us collecting and processing your personal data. In addition, you have the right to apply to us to provide you with a copy of your personal data. Notwithstanding a minimal fee may be applied for providing you this data.
- 6.3 You have the right to stop us processing your personal information and to ask us to stop sending you annoying emails. Please inform us directly of your wish to opt out of our marketing.
- 6.4 If you believe that we have infringed on your civil liberty and also violated the data protection laws. You have a legal right to lodge a complaint against us with the correct supervisor body. We would ask though you contact us directly first though, so we can amend our policy's if they are inaccurate.

## **7.0 About cookies**

- 7.1 A cookie is a file containing an identifier (it's also a type of biscuit but here we'll be discussing the technical cookie!) which is saved on your computer, specifically your web browser. The identifier is then sent back to the server each time the browser requests a page from the server.
- 7.2 Cookies come in two types, "persistent" or "session": a persistent cookie will be stored by a web browser and will remain valid until the expiry date set, unless of course it is removed by the owner; a session cookie, expires at the end of the persons browsing session.

## **8.0 Cookies that we use**

- 8.1 We use cookies for the following purposes:
- (1) To identify when you access our site
  - (2) To determine if you are logged in to our site
  - (3) To determine your personal preference (language etc)
  - (4) For advertising purposes
  - (5) For analysis of our site
  - (6) To fill a gap between lunch and dinner, (or when we're having a bad day!)

## **9.0 Cookies used by our service providers**

- 9.1 Our service partners may store cookies on your computer
- 9.2 We employ Google Analytics to help us assess the usability of our website. This program collects data about our website. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at:

<https://www.google.com/policies/privacy/>.

9.3 In addition google tracks your behavior in order to advertise to you, succinctly. The ad setting policy can be found here:

<https://adssettings.google.com>.

You can also opt out of the AdSense partner network cookie using those settings or using the Network Advertising Initiative's multi-cookie opt-out mechanism at: <http://optout.networkadvertising.org>. However, these opt-out mechanisms themselves use cookies, and if you clear the cookies from your browser your opt-out will not be maintained. To ensure that an opt-out is maintained in respect of a particular browser, you may wish to consider using the Google browser plug-ins available at: <https://support.google.com/ads/answer/7395996>.

## **10. Managing cookies**

12.1 Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

- (a) <https://support.google.com/chrome/answer/95647?hl=en> (Chrome);
- (b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);
- (c) <http://www.opera.com/help/tutorials/security/cookies/> (Opera);
- (d) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);
- (e) <https://support.apple.com/kb/PH21411> (Safari); and
- (f) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

*[additional list items]*

## **13. Our details**

13.1 This website is owned and operated by Suzette Bell-Simmonds and Mayview Guesthouse LTD.

13.2 We are registered in [England and Wales] under registration number *[number]*, and our registered office is at *[address]*.

13.3 Our principal place of business is at *[address]*.

13.4 You can contact us:

- (a) [by post, to [the postal address given above]];
- (b) [using our website contact form];

- (c) [by telephone, on [the contact number published on our website from time to time]]; or
- (d) [by email, using [the email address published on our website from time to time]].

*[additional list items]*

#### **14. Data protection officer**

14.1 Our data protection officer's contact details is: Lee Firetto