

Privacy Notice

We are committed to safeguarding the privacy of our customers and website visitors; this policy sets out how we will treat your personal information.

Introduction

This notice refers to personal data, which is defined as information concerning any living person (a natural person who hereafter will be called the Data Subject) that is not already in the public domain.

The General Data Protection Regulation (GDPR) seeks to protect and enhance the rights of data subjects. These rights cover the safeguarding of personal data, protection against the unlawful processing of personal data and the unrestricted movement of personal data within the EU. It should be noted that GDPR does not apply to information already in the public domain.

Personal Data

Blorengue Guest House Ltd uses the information collected from you to provide quotations, make telephone contact and to email you information regarding your booking. At the time of booking, you will be asked for your name, address, telephone number and email along with payment information and the names of any guests travelling with you. If you provide payment information, this will be processed directly by secure PCI Level 1 compliant gateway providers. In the context of providing booking software to Blorengue Guest House Ltd to facilitate online booking, freetobook and the accommodation provider shall together operate as joint data controllers for the processing of your personal data. Freetobook is booking software used by Blorengue Guest House Ltd to enable their customers to make online bookings and manage those bookings. This information is stored in the system in order to process your booking. You may be contacted by the property in relation to your booking.

In accordance with General Data Protection Regulation (GDPR), Blorengue Guest House Ltd observes reasonable procedures to prevent unauthorised access and misuse of personal information. We use appropriate business systems and procedures to protect and safeguard any personal information given to us. We also use security procedures and technical and physical restrictions for accessing and using the personal information on our servers. Only authorised personnel are permitted to access personal information in the course of their work. Your data is also stored after you have stayed but will be kept no longer than necessary in order to comply with legal obligations and for the property to welcome your repeat business.

The website of Blorengue Guest House Ltd use cookies, which is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. We may use both "session" cookies and "persistent" cookies on the website. We will use the session cookies to: keep track of you whilst you navigate the website. We will use the persistent cookies to: enable our website to recognise you when you visit, and in Google analytics to analyse visitor traffic and behaviour. Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date. By using the Blorengue Guest House Ltd website or proceeding with a booking you are consenting to the above use of cookies.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>.

You may be asked to send feedback after your stay for Blorengue Guest House Ltd to further improve their service. Your email address will be used for this purpose. If you complete a review it may be posted on the property website, facebook page or twitter page. However, no identifying details will ever be attached to a review posting.

We will only collect the information needed so that it can provide you with information regarding your booking, we do not sell or broker your data, and we will not send you any marketing material unless you specifically request it.

Legal basis for processing personal data

In order for us to process personal data we must have a lawful purpose for doing so. This is outlined below.

Legitimate interests

When you provide your personal details to us we use your information for our legitimate business interests, such as for administrative, fraud detection and legal purposes. Before doing this, we will carefully consider and balance any potential impact on you and your rights.

The following are some examples of when and why we would use this approach.

Booking online: For us to process an order, payment details are taken and contact information collected, such as name, address, telephone number, and email address.

Your best interest: Processing your information to protect you against fraud when transacting on our website, and to ensure our websites and systems are secure.

Personalisation: Where the processing enables us to enhance, modify, personalise or otherwise improve our services/communications for the benefit of our guests and visitors.

Analytics: To process your personal information for the purposes of customer analysis, assessment and profiling on a personalised or aggregated basis, to help us with our activities and to provide you with the most relevant information as long as this does not harm any of your rights and interests.

Due Diligence: We may need to conduct investigations on potential customers and business partners to determine if those companies and individuals have been involved or convicted of offences such as fraud, bribery and corruption. Any communication we send in this manner will give you the opportunity to unsubscribe very easily.

Consent

We also rely on consent for lawful processing where we have no legitimate interest. An example of this may be when you sign up to receiving marketing through our website. We will only send marketing emails when they are specifically requested.

Disclosure

We do not broker or pass on information gained from your engagement with us without your consent. However, we may disclose your Personal Information to meet legal obligations, regulations or valid governmental request. We may also enforce our Terms and Conditions, including investigating potential violations of our Terms and Conditions to detect, prevent or mitigate fraud or security or technical issues; or to protect against imminent harm to the rights, property or safety of Blorenge Guest House Ltd, our clients and/or the wider community.

Data storage

Your data is stored after you have stayed but will be kept no longer than necessary in order to comply with legal obligations and for the property to welcome your repeat business.

Your rights as a data subject

At any point whilst Blorenge Guest House Ltd is in possession of or processing your personal data, all data subjects have the following rights:

- **Right of access** - you have the right to request a copy of the information that we hold about you.
- **Right of rectification** - you have a right to correct data that we hold about you that is inaccurate or incomplete.
- **Right to be forgotten** - in certain circumstances you can ask for the data we hold about you to be erased from our records.
- **Right to restriction of processing** - where certain conditions apply you have a right to restrict the processing.
- **Right of portability** - you have the right to have the data we hold about you transferred to another organisation.
- **Right to object** - you have the right to object to certain types of processing such as direct marketing.
- **Right to object to automated processing, including profiling** - you also have the right not to be subject to the legal effects of automated processing or profiling.

In the event that Blorenge Guest House Ltd refuses your request under rights of access, we will provide you with a reason as to why, which you have the right to legally challenge.

Blorenge Guest House Ltd at your request can confirm what information it holds about you and how it is processed.

You can request the following information:

- Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of Blorenge Guest House Ltd or a third party such as one of its clients, information about those interests.
- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with the supervisory authority (Data Protection Regulator).

- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.
- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.

To access what personal data is held, identification will be required

We will accept the following forms of ID when information on your personal data is requested: a copy of your national ID card, driving license, passport, birth certificate and a utility bill not older than three months. A minimum of one piece of photographic ID listed above and a supporting document is required. If Blorenges Guest House Ltd is dissatisfied with the quality, further information may be sought before personal data can be released.

All requests should be made to enquiries@blorengeshouse.co.uk or by phoning 01823 283005 or writing to us at the address further below:

Blorenges Guest House Ltd,
57-59 Staplegrove Road,
Taunton,
Somerset,
TA1 1DG