

Soval Estate Privacy Policy

Soval Estate are committed to protecting the privacy of all of our customers and guests. A customer is anyone who has stayed at Soval Lodge, Soval House or is on our mailing list. This Privacy Policy applies to the personal data we collect and use for our customers.

By providing your personal data to us, you accept that Soval Estate will treat your data with respect and all at times comply with this Privacy Policy.

To help us deliver the services and standards that you require and expect, Soval Estate shares data within the business and is responsible for customer data. To contact Soval Estate please write to Richard Kershaw, Soval Estate c/o Joseph Holt Ltd, Empire Street, Manchester, M3 1JD or richard.kershaw@joseph-holt.com.

Reasons for Collecting Personal Data

Soval Estate collects Personal Data for a number of reasons. We get this data from the customer directly when they communicate with our employees, email us directly, telephone us or write to us.

- Name, contact details including email and telephone, address
 - When you make a booking with us
 - When you ask to be added to our mailing list
 - When you provide us with feedback or raise a question.
- Interests
 - When you tell us your interests regarding Soval Estate and further details on the reasons for your booking
- Dietary and Special needs requirements
 - When you make a booking with Soval Estate, even if it's a self catered week
- Information and detail on other guests in your party, including children and animals
 - When you provide them as party leader
- The communication that you have with Soval Estate includes phone calls, emails, text and WhatsApp
 - When we contact you or you contact us
- You party information, week and year
 - When you make a booking with us
- Information about how you use our website, including IP address and Google Analytics
 - Anytime you use our website

Sensitive Personal Data

Sensitive Personal Data, as defined by GDPR, includes any data relating to health and religious beliefs. From time to time, you may need to tell us that you have an allergy or a specific dietary

requirement. Occasionally, you may also need to tell us that you have a medical condition or religious beliefs. This Sensitive Data will only be used for the need it was given.

How your Data is used

We use your personal data for several reasons:

- When you make a booking with Soval Estate, we will use your information to confirm your booking and when required take payments and deposits.
- To keep you informed of our offers, available weeks across Soval Estate and news from Soval Estate.
- To personalise and improve your customer experience. We may use your personal data in order to tailor our services and offers to your preferences.
- To optimise the performance of our website. We may also collect information on how you use our websites including the pages that you visit and the search criteria that you perform in order to optimise the performance of the website and personalise content that you see.
- For market research and to help us understand our business and market place to ensure that our services are up to date and relevant.

Sharing your personal Data

Soval Estate use a number of 3rd party providers in order to deliver the service and standards required by our customers. When we need to use a 3rd party provider, Soval Estate remain in control of your data. Data used by 3rd party providers will only ever be used for Soval Estate purposes.

Our 3rd party providers include:

- Our website provider.
- We use 3rd party booking websites to take bookings. Customers that choose to use these websites will do so under the terms and conditions and privacy policy of these websites. In order to complete the booking, the 3rd party provider will share your data with us, Soval Estate will then process this data following the terms and conditions of this Privacy Policy.
- We will work alongside legal authorities and legal advisors, when customer data is requested.
- Soval Estate will never sell or pass your personal data to any third party company, unless it is required by law.
- Mackinnon car hire provider
- Local specialists to help with bookings or bespoke requests

Legal Reasons for Processing your Data

We use your data for the following reasons:

- Compliance with regulatory authority / legal authority
- Consent – where you have specifically consented to us using the data.
- In order to deliver the service that we have agreed to provide you with
- Legitimate interest. To improve customer experience and improve our business.

Retention and Security of your Data

Soval Estate will keep your personal data for as long as is deemed necessary. We are required to keep invoices for 7 years.

Your Rights

You have certain rights regarding the personal data we hold about you. Some of these rights only apply in certain circumstances. In order to exercise these rights please contact us using the contact details below. Please note that we will require proof of identity as part of this request and most rights are subject to limitations and exceptions. We will provide details if we are unable to comply with any request that you make regarding your rights.

- Right of Access. You have the right at any time to ask Soval Estate for a copy of the data that we hold about you and to confirm how it is used.
- Right of Correction or Completion. If the data that we have collected is inaccurate you have the right to update it.
- Right of Erasure. In certain circumstances, you have the right to request that information we hold about you is erased. This usually applies if the data is no longer necessary for the purpose that it was collected for, or you withdraw your consent for its processing and request its erasure.
- Right to Object to or Restrict Processing. If you wish to challenge our need to process your data on legitimate interest grounds or if you wish to withdraw your consent.

Cookies

Like many other UK Companies, we use cookies on our website. Cookies are small pieces of information that are stored on your computer or portable device that record how you use our website.

Updates to the Soval Estate Privacy Policy

We may make changes to our Privacy Policy from time to time, when we do so we will publish the updated version on our website and create a new version number.

Contact Information

If you have any questions about this Privacy Policy or how your data is processed, please contact us at Soval Estate c/o Joseph Holt Ltd, The Brewery, Empire Street, Manchester, M3 1JD, or via email to richard.kershaw@joseph-holt.com.

If you do not wish to remain on our mailing list, and thus stop any contact with Soval Estate please email richard.kershaw@joseph-holt.com and we shall update our records accordingly.

Should you have any concerns about this policy or the way that we are processing data you have the right to lodge a complaint with the Information Commissioner's Office. Please look at www.ico.org.uk for more detail.

GDPR Version 1.0. This policy was last updated on 25th May 2018