

## **Church House Farm Privacy Policy**

**Church House Farm**  
**Danby Head**  
**Danby**  
**Whitby**  
**North Yorkshire**  
**YO21 2NH**  
**United Kingdom**  
**Tel: 01287 669303**  
**Email: [enquiries@churchhousefarmyorkshire.co.uk](mailto:enquiries@churchhousefarmyorkshire.co.uk)**  
**[www.churchhousefarmyorkshire.co.uk](http://www.churchhousefarmyorkshire.co.uk)**

Date: 04/08/22

1. We (refers to Church House Farm) are committed to protecting and respecting your personal data and privacy. This privacy policy relates to how we use and collect personal data from you when you book with us as a guest or visitor to our self-catering accommodation, use our services or access our website. It also relates to our use of any personal information you provide to use by telephone (including SMS), in written correspondence (including letter and email), and in person. Whenever you provide personal data, we are legally obliged to use your information in line with all applicable laws concerning the protection of such information; including but not limited to the Data Protection Act 2018 and the General Data Protection Regulation as it applies to the UK.

2. We would like to assure you that we are committed to protecting the privacy of all our guests. We will ensure that the information you provide us with is kept private and confidential, and stored securely, and we will only use it to provide the services you request.

3. When you complete a booking, send us an email, or communicate with us in any way you are voluntarily giving us information that we collect. That information may include your name, address, email address, phone number, vehicle registrations, gender and credit/debit card information. Your credit/debit card details are only used to process the transaction you have requested and are not stored or used in any other way by us. By giving us this information, you consent to this information being collected, used, and stored, as described in this privacy policy. In the interest of your privacy, we only collect, use and retain information reasonably required for our legitimate business interests, such as processing bookings and queries.

4. When you browse the website or make a booking, we may collect information about your visit by using cookies. This information may include your device type, browser, IP address, how you came to the website or how you interacted with the website. This information is only used to assist us in monitoring or improving website performance and we ask you to consent to our use of cookies when asked to do so.

5. We may receive information about you from third parties such as online travel agents or booking engines and payment processors. When that data is collected from you, you should be informed by those third parties at that stage that it may be shared with us and combined with data collected from multiple sources.

6. We may share your personally identifiable information with third parties where this is necessary to process and complete bookings or payment transactions on your behalf. We may disclose your personal data to Legal authorities when we believe in good faith that we are lawfully authorised or required to do so or when necessary to do so to protect the rights and safety of our business from fraudulent, abusive, inappropriate or unlawful use of our services. We may be required to share your data as part of any sale, transfer or merger of our business or assets (or parts thereof). Such disclosure will be subject to the buyer's processing of your data on terms equal to the protections afforded to you by this policy.

7. We take reasonable and appropriate measures to protect personal information loss, misuse and unauthorised access, disclosure, alteration and destruction. We are compliant with the Payment Card Industry standards (PCI-DSS) and complete an annual review of procedures to ensure that we provide the highest level of card payment security.

8. We may use your personal information in order to contact you to perform the fulfilment or payment of any bookings made via the booking service or to respond to or follow-up any enquiries you have made.

9. You have the right to request access to your personal information, the right to ask us to rectify personal information, and the right to ask for the erasure of your personal information in certain circumstances. If your personal information changes or you wish your information to be removed from our records please contact us by emailing: [enquiries@churchhousefarmyorkshire.co.uk](mailto:enquiries@churchhousefarmyorkshire.co.uk). We will retain your information for as long as required to deliver your service agreement or resolve any issues. Please note that we cannot always delete records of all historical data as we are required to retain certain records for financial reporting and compliance reasons.

10. We may make changes to this privacy policy, which comes into effect upon updating this page. We recommend reviewing this privacy policy so you are aware of any changes that affect what you are consenting to by interacting with the website, submitting a query, making a booking or otherwise interacting with Church House Farm.

11. If you have any concerns about our use of your personal information or to make a complaint please contact us at: Church House Farm, Danby Head, Danby, Whitby, North Yorkshire, YO21 2NH United Kingdom; tel: 01287 669303; email: [enquiries@churchhousefarmyorkshire.co.uk](mailto:enquiries@churchhousefarmyorkshire.co.uk)

You can also complain to the ICO if you are unhappy with how we have used your data at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF; tel: 0303 123 1113; [www.ioc.org.uk](http://www.ioc.org.uk)

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