



East Lodge, Forres – Self-catering Holiday Accommodation

Privacy Policy

(Last updated 25th May 2018)

We are committed to ensuring that your privacy is protected.

Introduction

1. This policy defines how we use and protect data collected by us in relation to your use of the website and any services or systems provided therein.
2. Data is collected and stored in compliance with the EU General Data Protection Regulation (GDPR) and, unless we are obliged by law to do so, your data will **not** be disclosed to third parties.

What we collect

3. We collect only such data as is necessary to provide you with the best possible service.
4. If you agree to it via the pop-up 'cookies acknowledgement' button, we use cookies to collect statistics about how you use our site (e.g. which webpages you visited and for how long). None of the cookies set by the website jeopardise your privacy in any way and no personal data is collected. (NB: a cookie is a piece of data downloaded to a computer by a website, containing details of the preferences of that computer's user which identify the user when revisiting that website.)
5. If you contact us we will collect some of your personal details including your name, postal address, e-mail address and contact telephone number.
6. If you make a booking with us we will collect data necessary to confirm the details of your booking, including the information outlined in point 5, above, as well as the names of the other guests included in your booking.
7. If you use the booking calendar on the East Lodge website, or make a booking through the East Lodge listing on the Visit Scotland website, your booking will be processed through freetobook.com, an external website which is not controlled by the proprietors of East Lodge. We use the information which you provide to freetobook.com, which is then forwarded to us, to process your reservation of East Lodge.

Why do we collect the data?

8. We collect statistics about your use of our website via cookies to enable us to refine the service we offer (e.g. by removing pages which are rarely visited and adding further detail to pages which are more frequently visited by users).
9. We request data from you to enable us to respond to a request from you for information, to enable us to complete a booking as requested by you and, occasionally, to send you promotional e-mails about special offers or other information which we think you may find interesting.

Your data rights

10. You have the right to request details of the personal data we hold about you – please use the form on the 'Contact Us' page of the East Lodge website to raise your request and we will respond with a full list of any data we hold about you.
11. You have the right to withdraw your consent for us to retain your data at any point. Upon receipt of your instruction we will delete your data after 180 days (the 180-day retention period is to enable us to respond to any court-authorized request from government or law enforcement officials for its disclosure).
12. You have the right to lodge a complaint regarding our collection, retention or use of your data with the UK Information Commissioner's Office (ICO). For further details visit the ICO website at <https://ico.org.uk/>.

Security

13. We are committed to ensuring that your data is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure data collected online.