

PRIVACY POLICY

This Privacy Policy sets out the basis on which any personal information that Sandman Hotel Group (UK) Ltd. collects from you, or that you provide to us, will be processed by us. We are committed to protecting your privacy and complying with the General Data Protection Regulation and Data Protection Act 2018.

We know that you care how information about you is used and shared. Looking after the personal information you share with us is very important and we want you to be confident that your personal data is kept safely and securely. This privacy policy describes the type of personal information that we may collect about you when you stay at our hotel or use any other facilities with the establishment, how we use any personal information, the circumstances in which we may share the information and the steps we take to safeguard the information to protect your privacy.

GENERAL INFORMATION

- This Privacy Policy explains what information we collect about you when you visit our site and/or when you make a reservation with us and how we handle your information to ensure that we protect your rights. Please read this Privacy Policy carefully to understand how we will treat your personal data.
- By using our site and/or using our services, you will be regarded as having accepted the terms of this Privacy Policy.

WHAT INFORMATION DO WE COLLECT?

- We may ask you to provide certain personal information including your full name, email address, contact number, and payment details.
- When you visit our site, we may also collect information, on an ongoing basis through Google Analytics, about what pages you access or visit and information about your use of our site. For example: the pages viewed, the website from which you came to visit our site, changes you make to information you provided to us, and your transactions.

WE MAY USE YOUR INFORMATION FOR THE FOLLOWING PURPOSES:

- provide you with our services;
- manage your reservations;
- analyse your personal preferences and personalise our services to you;
- store your data to pre-populate fields to make it easier for you to provide information when you return to our sites;
- communicate with you, including sending you information about products and services which we think may be of interest to you. You will be able to opt-out of such communications at any time;
- validate your information (and, in some cases, match it against information that has been collected by a third party) to check that the data we hold about our guests/users is accurate, consistent, and up to date; and,
- comply with legal obligations to which we are subject.

We shall periodically check that the personal data we store for you is accurate. If you would like to update the personal data we hold about you, please contact us on marketingmanager@sandmanhotels.co.uk with your request. The provision of certain personal information is mandatory if you are to use our services. If you fail to provide such data, we shall be unable to provide our services.

WHO DO WE SHARE YOUR INFORMATION WITH?

As part of using our services, you consent to us sharing your personal information with the following parties:

- our agents, other service providers, and third-party partners who process and store data on our behalf;
- professional advisors;
- law enforcement agencies;
- if you select via the opt-in process, trusted third parties whose products, services, and other offers we believe may be of interest to you; and,
- any member of our group, which means Sandman Hotel Group (UK) Ltd and other companies which may be added to our group from time to time.

WE MAY ALSO SHARE YOUR PERSONAL INFORMATION WITH THIRD PARTIES:

- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply any contract with you or to protect our rights, property, or safety of our employees, customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction; and
- we may transfer your personal data outside of the European Economic Area (EEA). We shall ensure that any such transfers are lawful and that your information is kept secure in accordance with the General Data Protection Regulation (GDPR).

HOW LONG DO WE STORE YOUR PERSONAL DATA FOR?

We only store your personal information for as long as necessary for the purposes listed above.

WHAT ARE YOUR RIGHTS?

- Access to your personal data: You may request access to a copy of your personal data.
- Right to withdraw: Where you have given your consent for us to use your personal data, you may withdraw your consent at any time.
- Rectification: You may ask us to rectify inaccurate information held about you. If you would like to update the data we hold about you, please contact us using the details below and provide the updated information.
- Erasure: You may ask us to delete your personal data. If you would like us to delete the personal data we hold about you, please contact us using the details below, specifying why you would like us to delete your personal data.
- Portability: You may ask us to provide you with the personal information that we hold about you in a structured, commonly used, machine readable form, or ask for us to send such personal data to another data controller.
- Right to object: You may object to our processing of your personal data pursuant to this Privacy Policy. Please contact us using the details below, providing details of your objection.
- To make enquires and/or to exercise any of your rights in this Privacy Policy, please contact marketingmanager@sandmanhotels.co.uk

COOKIES

- Cookies are small files saved to your computer's hard drive that track, save, and store information as well as your interactions and usage of our website. The primary purpose for collection of data from users to our site is to allow us to provide a smooth, efficient, and personalised experience while using our site. Where applicable, this website uses a cookie control system allowing you on your first visit to the website to allow or disallow the use of cookies on your computer/device.
- You are advised that if you do not consent to the use and saving of cookies from this website on to your computer's hard drive then you should take necessary steps within your web browser's security settings to block all cookies from this website and its external serving vendors.
- Our website uses cookies software provided by Google Analytics to monitor visitor usage to better understand how the website is used. The software will save a cookie to your computer hard drive in order to track and monitor your engagement and usage of our website, but will not store, save, or collect personal information.
- Other cookies may be stored on your computer's hard drive by external vendors when this website uses referral programs, sponsored links, or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. It should be noted that no personal information is stored, saved or collected.
- For further information please see our Cookie Policy.

SECURITY AND DATA STORAGE

We will treat all of your information in strict confidence, and we will endeavour to take all reasonable steps to keep your personal information secure once it has been transferred to our systems. We adopt appropriate data collection, storage and processing practices, and security measures to protect against unauthorised access, alteration, disclosure, or destruction of your personal information and data stored on the website and associated database.

Please note that the Internet is not a secure medium and we cannot guarantee the security of any data you disclose online. You accept the inherent security risks of providing information and dealing online over the Internet and will not hold us liable for any data breach.

CHANGES TO THIS PRIVACY POLICY

- We may modify this Privacy Policy from time to time, so please review it regularly.
- If we change this Privacy Policy, we shall notify you by means of notice on our site homepage.

CONTACT

- If you have any queries relating to this Privacy Policy or our use of your personal data, please contact our marketing team at marketingmanager@sandmanhotels.co.uk