

PRIVACY POLICY

At Sanderson House we take your privacy seriously. We will not sell, rent or trade email lists with other companies or businesses. This Privacy Policy provides lots of detailed information on when and why we collect your personal information, how we use it and the limited conditions under which we may disclose it to others and how we keep it secure.

WHO WE ARE

Sanderson House is a “data controller” for the purposes of the Data Protection Act 2018 (DPA 2018), and the General Data Protection Regulation (GDPR) as it applies in the UK which means that we are responsible for, and control the processing of, your personal information.

WHAT INFORMATION DO WE COLLECT ABOUT YOU?

We collect information about you when you register with us, contact us via social media or commence/complete an online transaction to use our products and services. We collect information about you when you contact our reservations team to make a booking at our hotel. If you contact us we may keep a record of that correspondence.

We also collect information from you when you sign up to any of our marketing communications, complete our voluntary customer surveys, enter our competitions or provide feedback. These may be carried out online, by telephone or in person.

PERSONAL DATA

Some of the information we collect may be classed as personal data, that is, it is information about an individual who can be identified from it. It may be collected any time you submit it to us, whatever the reason may be.

In doing business with you, typically we will collect:

Contact details (*including name and address, telephone and email details*)

Personal information (*for example date of birth, nationality*)

Credit card details (*for reservation and transaction purposes*)

Your car registration (*for car parking arrangements*)

If you have special requirements, then it may also be necessary to collect details about diet or disability or any other preferences that you may have.

If you choose to connect with us via social media links, for example such as Facebook or Twitter, we may collect your username, your name (*including surname*) and email address, your gender, and your location. We may also collect your birthday and other significant dates for making special offers to you around your birthday and other anniversaries.

From our overseas guests we also collect passport details, as required by law.

If you provide us with any personal data relating to any third party (*e.g. information about your spouse*) for particular purposes, by submitting such information to us, you warrant and represent to us that you have obtained the consent of such third party to provide us with their personal data for the respective purposes.

HOW WILL WE USE THE INFORMATION ABOUT YOU?

We use the information we collect about you to process your bookings, answer your queries, process your gift voucher purchases and to provide our hotel facilities and services.

With your consent, we will contact you via our marketing and sales channels (*email/ phone/ post*) about our products and services which we think may be of interest to you.

We may use your information collected from the website, via cookies or direct input, to personalise your repeat visits to our website and send triggered messaging emails to you.

We may use your information to meet and comply with any applicable rules, laws, regulations, codes of practice or guidelines issued by any legal or regulatory body which are binding on us.

We sometimes engage the services of trusted third parties to process the information collected by generating anonymised statistics to assist us with our marketing campaigns and business analysis. It is not possible for the business to identify an individual from such anonymised data presented in our internal reports.

DATA SHARING

Where we use contracted and trusted third parties, we will share your data with those parties for that purpose. This includes the processing and delivery of marketing communications to you and any other third-party services engaged to perform a business support, operational or administrative function.

Such third parties may include without limitation: -

- an online travel agency, regional and local tourism organisations, a bank or a payment processor (for the processing of card payments) (“*Booking Partners*”).
- of our contracted suppliers (for example any transport company we may use to arrange the relevant transfer, or GoDaddy who supply our Website to us) (“*Suppliers*”).
- competent authority that we are legally required to share your Personal Information with (for example police, customs, tax or local health & safety authorities) (“*Authorities*”)

Booking Partners and Suppliers are either bound by the terms of this Privacy Policy or required to comply with current applicable data protection regulations. Although this Data Protection Policy applies to Personal Information about you that may have been shared with third parties as described above, or provided to us by third parties, we are not responsible for the privacy policies of those third parties, and we will not be liable for those third parties’ data protection policies and practices.

Third parties are subject to confidentiality obligations and may only use your personal data to perform the necessary functions and not for other purposes.

We do not share your data with any third parties outside of the above processing arrangements. From the data we collect, you will only ever receive marketing communications from us for Sanderson House.

We may also disclose personal data as permitted or required by law. For instance, we are legally required to retain details of guests who have stayed with us during the last 12 months. If asked by the authorities, such as the police, we may share your personal data with them for the purposes of prevention and detection of crime. Information is not shared with them outside of this purpose.

TRANSACTION AND INFORMATION SECURITY

We understand how important it is to securely store any information that you provide. We take reasonable appropriate technical and organisational measures, in accordance with applicable legal provisions, to protect your personal data against illicit or accidental destruction, accidental alteration or loss and unauthorised access or disclosure. Although we take reasonable care to keep your personal data secure, we cannot be held liable for any loss you may suffer from unauthorised access or loss of any data provided. As part of our security measures, we use encryption technologies for online transactions via our booking websites.

MAILING LISTS

We currently do not operate a mailing list or use a third party for this purpose.

DATA RETENTION

Your personal data will be retained for as long as it is necessary to fulfil the purpose for which it is collected or for business or legal purposes, or in accordance with applicable laws

We will only communicate with you regarding offers and services that may be of interest to you if you give us your consent.

If you no longer wish to be contacted, you can unsubscribe by any of the following methods:

By contacting sandersonhouse.enquiries@gmail.com.

DATA BACK-UP

For the purpose of business continuity, we back up our business data and store a separate copy which in a secure area.

ACCESSING AND AMENDING YOUR PERSONAL INFORMATION

You have a right to access a copy of the information which we hold about you. If you would like to do this, please email sandersonhouse.enquiries@gmail.com, or write to us at the following address:

Customer Services
Sanderson House
126 Dorchester Road
Weymouth
Dorset
DT4 7LG

We want to make sure that your personal information is accurate and up to date. You are able to make amendments, or withdraw your consent for use, by telling our reception staff when you check in at our hotel or by emailing: sandersonhouse.enquiries@gmail.com

If you withdraw your consent to any or all use of your personal data, depending upon the nature of your request, we may not be able to provide or continue providing our products and services to you, or administer any contractual relationship already in place. You understand

and agree that in such instances where we require your personal data to fulfil a contractual obligation to you and you withdraw your consent to collect, use or disclose the relevant personal data for those purposes, we cannot be held liable for breach of that agreement. Our legal rights and remedies in such event are expressly reserved.

COOKIES

We use cookies on our website to enhance your experience with our brand. A cookie is filled with data files that are placed on your computer or portable device each time you visit a website. They are stored on your web browser and enable us to personalise your experience when you visit our website. You are welcome to change your browser settings to not accept our cookies; should you choose to do this you may find that the functionality of our websites is reduced.

We may use cookies on our website for the following purposes:

To enable certain feature and functions (*e.g. remembering your user-id, browsing and other product and/ or service preferences*).

To identify the causes of problems arising at web servers and to resolve these problems or improve efficiency of group websites.

To improve the contents of the website and emails from us.

To customise the contents of the website and emails from us to suit your individual interests or preferences.

To utilise your browsing history on the website and the results of questionnaires for market research or marketing.

When someone visits www.sanderson-house.com we use Google Analytics to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

LINKS TO OTHER WEBSITES

Our website may contain links to external sites, operated by other owners and third parties, over which we have no control. For this reason, we encourage our visitors to be aware when they leave our website and to read the privacy statements applicable on other sites they may visit. Any access to such other sites or pages is therefore entirely at your own risk. We are not

responsible for the data [Privacy Policy](#) policies (*including personal data protection and cookies*), content or security of any third-party websites linked to or from group websites.

CCTV POLICY

The purpose of this policy is to explain how information captured using CCTV is used and retained by Sanderson House and set out your rights in relation to such information.

Purpose of CCTV

Closed Circuit Television Systems (CCTV) are used by Sanderson House and are installed at our hotel in line with the requirements of the business, as set out herein, and in compliance with the General Data Protection Regulation.

The purpose of the CCTV Systems are as follows:

- Improving the safety and security of guests, visitors, employees and contractors by providing a means to investigate accidents and near misses so that risk management control measures can be implemented
- Providing reassurance to staff and guests that control measures are in place relating to their safety and security
- Providing assistance to local law enforcement authorities with reference to the investigation and prevention of crime (including counter-terrorism)
- Deterring persons from committing crimes and to enhance the opportunities for detecting those who do
- Discouraging anti-social behaviour including alcohol and drug-related crime on or about the premises

Access to CCTV Footage or Images

Access to the CCTV system and stored images is restricted to authorised Sanderson House personnel only for the purposes set out above.

However, in appropriate circumstances, CCTV footage may be accessed:

- By local law enforcement authorities, where Sanderson House is required by law to assist in the carrying out of an investigation into a crime or anti-social behaviour.
- By data subjects (or their legal representatives), pursuant to an access request where the time, date and location of the recordings is furnished to the hotel.

- By individuals (or their legal representatives) subject to a court order

Retention Period and Security

The images captured by the CCTV is retained for a maximum of 28 Days from the date of recording, except where longer storage of such images may be required to assist in any of the scenarios outlined above.

The images/recordings are stored in a secure environment with access strictly limited to those who are suitably authorised.

Access Requests

You have the right to request access to CCTV footage of you by sending an email to sandersonhouse.enquiries@gmail.com or in writing to Sanderson House, 126 Dorchester Road, Weymouth, Dorset, DT4 7LG.

All requests will be dealt with in compliance with the duties and requirements imposed upon Sanderson House as data controllers under the GDPR.

Individuals requesting access to CCTV images may be required to supply the following to assist the data request:

- Adequate information to enable the information to be efficiently identified and located on our system
- Sufficient information to establish that the applicant has a legitimate right to request access
- Proof of identification through photographic identification, for example passport or driving license.

CHANGES TO OUR PRIVACY POLICY

Our privacy policy is regularly reviewed. Following any changes, the new version of the policy will be uploaded to the websites and the old versions removed.

HAVE A QUESTION?

All other questions on our use of your personal data should be directed to sandersonhouse.enquiries@gmail.com

This privacy notice was last updated on 21st January 2020.

