



## Privacy & Cookies Policy

Eildon Holiday Cottages understands and respects the importance of your privacy. This Privacy Policy outlines how we use the personal data we collect from you, or that you provide to us. Please read the following information carefully.

For the purpose of the General Data Protection Regulation (GDPR) 2018, we, Eildon Holiday Cottages, are the Data Controller and Processor for <http://www.eildonmelrose.co.uk> (The Site).

The GDPR 2018 will introduce the following principles to UK law:

- Lawful, fair and transparent processing of data
- The purpose for which personal data is collected must be specified, explicit and legitimate, and the data must be processed in a manner that remains compatible with the initial purpose for which it is collected
- Data is not excessive and remains adequate and relevant data to the purpose
- Accuracy of data is maintained
- Data is stored for no longer than necessary
- Appropriate measures are taken to ensure data is processed in a secure manner

By making a booking/purchase or submitting your personal data via The Site, you agree to the transfer, storing or processing of it as set out below. As a holiday accommodation provider, we require these details in order to fulfil our contract with you. Please do not use this website if you do not agree with any of the following.

### WHAT INFORMATION DO WE COLLECT?

If just browsing The Site, our servers and cookies collect the following generic information about you;

- The Operating System you use e.g. Windows

- The Browser you use e.g. Safari or Google Chrome
- The device you are using to view this website e.g. Desktop or Mobile
- General Demographics e.g. Gender, Age Bracket & Broad Location
- Your IP Address
- Your Behaviour on our Site e.g. Page Views, Link Clicks etc.

Only when **voluntarily** completing a form on The Site, do we then have access to the following information:

- E-mail Address
- First & Last Name
- Telephone Number
- Other Personal Details used to make a booking

## HOW WE COLLECT YOUR INFORMATION

### DIGITAL

- Cookies (Please refer to the Overview Table in the Cookies section below)
- Booking Process
- Newsletter Sign Up Form
- Third-Party Review Sites
- Social Media Sites

### OFFLINE

- We may from time to time record telephone calls you have with members or our staff for training purposes and to improve the quality of our service.
- Guest Satisfaction Surveys
- We have CCTV installed on the access road to Eildon Holiday Cottages for security reasons to monitor any criminal activity. If you would like further information on this, please contact Rob Martin on 01896 823258.

## COOKIES

We store cookies on your computer to identify that you have been to our site before, and to personalise certain content based on previous behaviour. We do use third party cookies to track data. A summary of the cookies used on The Site and what they are used for can be viewed below.

You can opt out of Google's use of cookies by visiting Google's Ads Settings page:

<http://www.google.com/settings/ads>. If you would not like to be tracked during your visit you can install a Do Not Track Plugin for Google Chrome or enable the Do Not Track feature in Firefox. You can also visit <http://www.aboutCookies.org/> or <http://cookiepedia.co.uk/> for further information how to manage and delete Cookies.

We use the following cookies:

- Strictly necessary cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- Analytical/performance cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- Functionality cookies. These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- Targeting cookies. These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

It is possible to find more information about the individual cookies we use and the purposes for which we use them below:

In order to enable online bookings we use cookies provided by Supercontrol our booking engine.

In order to enable us to monitor the usage of our website and the success of our marketing, we use Google Analytics, which uses a variety of cookies. These are used to track visitors and collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited.

If you would like to see a full up-to-date list of all cookies used by our website, you can use the following cookie-checking website <http://sitebeam.net/cookie-law/test-your-compliance/> (other cookie-checking websites are available).

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of The Site.

## **HOW WE USE YOUR INFORMATION**

- To enable us to complete your holiday booking
- To communicate with you regarding your booking
- To personalise repeat visits to our site as part of the booking process

- To respond to specific enquiries and queries
- For resolving complaints and dealing with disputes
- To notify you about changes to our service
- To ensure that content from The Site is presented in the most effective manner for you and for your computer;
- For preventing and detecting fraudulent or criminal activity
- If you have given us your consent to receive marketing communications by email, are a customer of ours or you have previously asked us for information about our holiday cottages, we may send you marketing messages by email. However, in every marketing email message we send you, we will give you the opportunity to unsubscribe from our mailings altogether.
- For internal research/analysis and customer profiling.

*Please note the usage as outlined above applies to all information we hold about you, however we obtain it during your journey with us.*

## **DISCLOSURE OF YOUR INFORMATION**

- We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with law, enforce our site policies, or protect ours or others rights, property or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising or other uses. We collect GDPR readiness statements from all of our trusted third parties, which are available on request.
- You have the right at any time to ask us not to process your personal data for marketing purposes. You can exercise your right to prevent such processing by not ticking certain boxes on the forms we use to collect your data.
- Our third party review administrator(s) (including TripAdvisor) may contact you to ask for your comments on the accommodation and/or services that have been provided
- From a Data Retention perspective, we are legally bound from a financial viewpoint to keep your personal data on our systems for 7 years after you have made a booking with Eildon Holiday Cottages. After 7 years has passed, we will either delete your data or invite you to re-permission us to continue to hold your data.

## **ACCESSING YOUR INFORMATION**

- The GDPR 2018 gives you the right to check that your personal data is being processed lawfully. Your subject access right can be exercised in accordance with the act. Any subject access request must be made in writing to:  
[rob@eildonmelrose.co.uk](mailto:rob@eildonmelrose.co.uk)

- If you would like amendments made to your data e.g. change of name or contact details, please contact us at any time via [rob@eildonmelrose.co.uk](mailto:rob@eildonmelrose.co.uk)

## **DATA SECURITY**

The transmission of information via the internet is not completely secure, and although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to The Site, therefore any transmission is at your own risk.

Once we have received your information, we will take all reasonable steps to keep your personal data secure (both technologically and physically) and to try to prevent any unauthorised access to it. All information you provide to us is stored on our secure servers (Supercontrol). Any payment transactions will be encrypted using SSL technology.

If at any point you suspect or become aware of a breach in security, or receive suspicious communications from someone claiming to be from Eildon Holiday Cottages, please let us know immediately via [rob@eildonmelrose.co.uk](mailto:rob@eildonmelrose.co.uk)

## **EXTERNAL LINKS**

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

## **AMENDMENTS**

We reserve the right to update or alter this Privacy Policy from time to time without notice to you.