

PRIVACY NOTICE

Waterrow Touring Park respect your privacy and are committed to protecting your personal information. This privacy notice will inform all of our customers how we look after personal data and privacy rights.

Who we are

Waterrow Holiday Park Limited (*trading as "Waterrow Touring Park"*)

Bouchers Farm

Waterrow

Wiveliscombe

Taunton

Somerset

TA4 2AZ

Tel: 01984 623464

E-mail: info@waterrowpark.co.uk

How we collect your personal data

Your data will be provided either verbally or by electronic means, for example when you:

- Enter into a contract with us when making a booking (by phone, in person or online);
- Request marketing information to be sent to you (brochure, etc);
- Enter a competition, promotion or survey;
- Provide feedback to us;
- Subscribe to our newsletter from our website;
- We may also receive personal data about you from a third party.

What data we hold

A list of your data held is as follows:

- Name
- Address
- Phone number (home / work / mobile)
- E-mail address
- Booking dates stayed and duration of stay
- Additional information (dogs, vehicle registration number, vessel type, etc)

How we use your data

We will only use your personal data where the law allows us to. We have set out below how and why we plan to use your personal data:

- To register you with our business
- To perform any contract with you including
 - a) managing payments, fees and charges
 - b) collecting and recovering money owed to us
- To manage our relationship with you which will include:
 - a) notifying you about changes or terms or privacy policy
 - b) notifying you about changes to our business which are relevant to you
- To make suggestions and recommendations to you about goods or services that may be of interest to you
- Inviting you to participate in a review, prize draw, competition or complete a survey
- To use data analytics to improve our website, products/services, marketing, relationships and experiences.

Promotional offers from us

We may use your personal data to form a view on what we think you may want or need, or what may be of interest to you.

We may then use your personal data to send you marketing communications from us if you have requested information from us or purchased goods or services from us or if you provided us with your details when you entered a competition or registered for a promotion and, in each case, you have not opted out of receiving that marketing.

Opting out

You can ask us at any time to stop sending you marketing messages by contacting us on the information provided above.

Cookies

If our contact and dealing with you is via our website(s), we may use "cookies" allowing us to identify your computer but not you personally. A cookie is a piece of text which asks permission to be placed on your computer's hard drive. Your browser adds that text in a small file. A cookie helps analyse web traffic or logs when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences, though you can set your web browser to refuse cookies.

Third party links

Our website may include links to third-party websites. Clicking on those links or enabling those connections does not share data about you from the outset, unless then prompted by the third party

site. We do not control third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

If you fail to provide personal data

If you do not provide personal data to us and this would prevent us from performing the contract we have or are trying to enter into with you, or place us in breach of the law, we may have to cancel our contract. We will notify you if this is the case.

Disclosures of your personal data

We have a strict policy that your personal data will not be shared with any third party.

Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

How long will we use your personal data for?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

You can ask us about the retention periods for different aspects of your personal data by contacting us. In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

CCTV

To ensure the smooth and safe running of the park, certain areas are covered by CCTV, none of our coverage is recorded other than that covering secure storage area, which is not for public access.

We have tried to be brief and clear and are happy to provide any additional information or explanation. You do have the right to make a complaint at any time to the Information Commissioner's Office (ICO) but would appreciate the chance to deal with your concerns first.

Your legal rights

You have the right to:

Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data’s accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

We do not collect data relating to children.

No fee usually required You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.