

Intrepid Inns Ltd

Customer Privacy Policy – May 2018

BACKGROUND: The Kentford, trading under Intrepid Inns Ltd, understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our customers and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

Information About Us

Company Name: Intrepid Inns Limited

Registered in England under company number 09334078

Address: The Kentford, Bury Road, Kentford, Suffolk CB8 7PR

Data Protection Lead: James Haggard / Kat Bransby (info@thekentford.co.uk)

Telephone number: 01638 750360

What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’. Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, images and other online identifiers.

What Are Your Rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data.
- b) The right to access the personal data we hold about you.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that you can ask us for a copy of your personal data held by us to re-use with another service or business in many cases.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner’s Office.

What Personal Data Do We Collect?

The personal data that we use is set out below:

We may collect some or all of the following personal data (this may vary according to your relationship with us):

- Name
- Date of birth
- Gender
- Address
- Email address
- Telephone number
- Payment information
- Information about your preferences and interests
- IP address (in some cases)
- CCTV footage

Your personal data is obtained from the following third parties:

- SimpleERB - Table reservations
- Walk In WIFI - Guest Wi-Fi service provider
- Booking.com - Online accommodation booking system
- Trip Advisor - Online feedback
- Social media platforms i.e. Facebook, Twitter & Instagram

How Do We Use Your Personal Data?

Under the GDPR, we must always have a lawful basis for using personal data. This is because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it for your benefit. Your personal data may be used for one of the following purposes:

- Supplying our services to you.
- Communicating with you. This may include responding to emails, calls or feedback from you.

- Supplying you with information and/or marketing materials by email and/or post that you have opted-in to (you may unsubscribe or opt-out at any time by using the 'unsubscribe link' included in all emails or by contacting us via the address stated above.

How Long Will We Keep Your Personal Data?

Your personal data will be retained for contact and/or marketing purposes until you notify us that you wish your consent to be withdrawn. All communications from us to you will contain unsubscribe options allowing you to do this.

How and Where Do We Store or Transfer Your Personal Data?

As per The Data Protection Act (<https://www.gov.uk/data-protection>), we follow the 'data protection principles', making sure information is:

- used fairly and lawfully
- used for limited, specifically stated purposes
- used in a way that is adequate, relevant and not excessive
- accurate
- kept for no longer than is absolutely necessary
- handled according to people's data protection rights
- kept safe and secure
- not transferred outside the [European Economic Area](#) without adequate protection- We will only store your personal data within the European Economic Area (the "EEA")

Do We Share Your Personal Data?

Your personal data may be shared with third party organisation required in the provision of services. All our suppliers, and thus your personal data, remain within the European Economic Area (the "EEA").

How Can You Access Your Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request". All subject access requests should be made in writing and sent to the email or postal addresses shown above. We will endeavour to respond to your subject access request within one month of receiving it.

Use of Cookies

This site uses cookies – small text files that are placed on your machine to help the site provide a better user experience. In general, cookies are used to retain user preferences, store information for things like shopping baskets, and provide anonymous tracking data to third party applications like Google Analytics. As a rule, cookies will make your browsing experience better. However, you may

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