

## **Privacy Policy**

This site is controlled and operated by Penton Bridge Inn (referred to in this Privacy Policy as "Penton Bridge Inn", "we", "us", "our" or "pentonbridgeinn.co.uk". This Privacy Policy ("Policy") explains what personally identifiable information is collected and recorded about you during your visit to this site and what we do with that information. This Policy is incorporated into and forms part of the terms and conditions which apply to your use of the site. Please read this Policy carefully before submitting any information.

### **Your consent**

By accessing, browsing or otherwise using this site, you agree and consent to the collection, use and disclosure of your personal information as outlined in this policy. Personal information is any information which identifies you including, for example, your name, email address, contact details etc.

#### **Active information collection**

Penton Bridge Inn collects personal information that you voluntarily provide via the site. For example, when using the Enquiry Form we may ask you to provide your name, address, telephone numbers and email address. This is not an exhaustive list and we may ask for additional information as relevant from time to time.

#### **Passive Information Collection**

As you navigate through the site, certain information may be passively collected (that is, gathered without your actively providing the information) using various technologies and means, such as:

- Internet Protocol (IP) addresses and web logs
- Cookies

#### **Internet Protocol (IP) Addresses and Web Logs**

An IP address is assigned to your computer each time that you access the Internet. This enables your computer to send and receive data. Generally, every time you connect to the Internet, your IP address changes. However, in some circumstances (i.e. with some broadband connections) your IP address is fixed. A fixed IP address can be associated with your particular computer and may, therefore, amount to your personal information.

Web log information is non-personal information that is collected by the computer that hosts the site each time you visit. Examples of the type of information that can be collected using your IP address and/or web log information include details of the date and time that you visited the site and the type of Internet browser and computer operating system that you used. We, or our authorised agents, use your IP address and/or web log information to collect and report aggregate information on how the site is being used and ways in which the site can be improved.

## **WEBSITE – HOSTING**

We use a trusted third party to deliver emails on our behalf, and we may share your personal data with them in order that we can carry out certain functions, such as communicating about an enquiry, processing your order and to assist with the general running of our site. Whilst this party is based outside of the European Economic Area, they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the US.

We may also share your personal data with third party website agencies where this is necessary for us to carry out our obligations to you. We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your

personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

#### RESPONDING TO A DATA BREACH

In the unlikely event of any of the below data breaches occur, Penton Bridge Inn will notify the Information Commissioner's Office (ICO) without undue delay. If there is a risk to individuals affected, they too will be notified.

- Access by an unauthorized third party
- Deliberate or accidental action (or inaction) by a controller or processor
- Sending personal data to an incorrect recipient
- Computing devices containing personal data being lost or stolen
- Alteration of personal data without permission
- Loss of availability of personal data

#### Cookies

Follow this link to read our Cookie policy

Use of your information

We may use your personal information:

- To respond to your questions or requests for additional information.
- to provide you with information that you have specifically requested or that we have asked if you would like to receive.
- for internal analysis so that we can better understand how we can improve our site, products and services

In addition, we may use your information to inform you from time to time of other products and/or services we offer which we consider may be of interest to you. If you do not want to receive information in this way then you should leave the relevant checkbox ("Keep in Touch" on the Feedback and Enquiry form) unchecked when we ask for your consent to do this. You may otherwise email us at any time at [info@pentonbridgeinn.co.uk](mailto:info@pentonbridgeinn.co.uk) to indicate that you do not want to receive information in this way from us.

#### WHEN AND WHY IS PERSONAL INFORMATION COLLECTED?

##### 1. MAKING A RESERVATION

There are several ways of making a restaurant booking with us, including the following:

o by calling our central reservations on 01228 586636 or by contacting us directly or online at <https://pentonbridgeinn.co.uk/> using our secure online booking system

o Via a third-party booking agent such as Booking.com or Expedia, Clock PMS or other agents (Please see their privacy policies for information on how your personal data is collected and used)

Personal information, including your name, address, contact number, email address, credit card number, expiration date and security code is collected when making a reservation. This information assists with identifying you and contacting you regarding your reservation or any requests.

Your debit or credit card details will be verified and processed using a secure, reliable, and fully PCI DSS compliant online payment processing gateway. All data is encrypted to ensure it cannot be read by anybody else. We accept all major credit and debit cards in multiple currencies. Please note we will never ask you for your payment information via email.

We will use your personal information to send you confirmation of your booking and for any pre-& post arrival communication.

## **2. MAKING A RESTAURANT BOOKING**

There are several ways of making a restaurant booking with us, including the following:

- o Over the phone with our central reservations or reception teams
- o By email to our central reservations or reception teams
- o Online bookings via a trusted third-party provider Resdiary

Personal information such as your name, telephone number and email address will be required when making a booking. Please see Resdiary's privacy policy here: <https://sales.resdiary.com/privacy-statement/>

### **Sharing your information**

We may use third parties to perform functions on our behalf in relation to the site and the purposes set out in this policy (for example, website hosting). Such third parties may be provided with access to your personal information if needed to perform their specific functions but may not use such information for any other purpose.

It is possible that Penton Bridge Inn could merge with or be acquired by another business or that the operation of the site will be transferred or sub-contracted to another legal entity. To the extent legally permissible, we may share with, or otherwise transfer your personal information to, the resulting legal entity.

Except as set out above, we will not disclose your personal information to any third party unless:

- o We have informed you about the disclosure when you submitted your information to us and you consented to the disclosure
- o the disclosure is required or permitted by law or by court order

### **HOW LONG DO WE STORE YOUR PERSONAL INFORMATION?**

We will only keep your personal information for as long as it is necessary to fulfil our service to you, for business or legal purposes, or in accordance with applicable laws.

### **EMPLOYEE ACCESS TO YOUR INFORMATION**

Your information is disclosed to our employees, agents and representatives on a 'need to know' basis and we confirm that all such persons understand the importance of client confidentiality and privacy and are aware of the terms of this privacy policy.

### **NON-DISCLOSURE TO THIRD PARTIES**

The information and data we collect is important for Penton Bridge Inn and we would not want to share this with anyone else. Unless we have your express consent, we will never disclose, rent, trade, or sell your personal data to any third parties for their marketing or mailing purposes.

We do disclose or transfer your data or personal information to other companies, data processors or agents employed by us to perform any necessary functions on our behalf, but they are bound by our privacy policy and may not use this information for their own purposes.

In the event that Penton Bridge Inn or any part of its business is sold to, or integrated with, another business, Penton Bridge Inn may disclose your personal information to the new owners (and their professional advisers on the transaction) to be used by the new owners. The access of such specified third parties would be limited to the provision of this privacy policy including continuing to provide you with the same services and marketing information services as are currently provided by Penton Bridge Inn.

## **Security**

We take reasonable steps to protect your personal information as you visit and use the site and to protect such information from loss, misuse, unauthorized access, disclosure, alteration or destruction. Unfortunately, no data transmission can be guaranteed to be 100% secure. As a result, we cannot warrant the security of any information you provide to us and you do so at your own risk.

## **Storage**

Your personal information is stored on secure servers managed by Thought Studio Limited t/a The Creative Branch. Information collected from the use of the site, including personal information, may be stored on secure servers located outside the European Economic Area ("EEA") in countries whose privacy laws are not as rigorous as those of the EEA. However, we always take steps to ensure the security of your data. By using the site, you consent to the transfer of your personal information to countries outside the EEA.

## **Your Rights**

If you would like to access the personally identifiable information we have collected about you via the site, or if you would like to cancel, correct or update your information, you may:

- o Email us at [info@pentonbridgeinn.co.uk](mailto:info@pentonbridgeinn.co.uk)
- o Contact us by post at: Penton, Carlisle CA6 5QB
- o Phone 01228 586 636

To protect your privacy and security we will take reasonable steps to verify your identity before granting access or making any such cancellations, corrections or updates.

## **DURING YOUR STAY**

Upon arrival we will use your personal information stored in our property management system to confirm your booking and identify you. This is the information collected when making your reservation or if booked via a third party agent such as Booking.com / Clock PMS etc, upon check-in.

For overseas visitors, we are required by local law to collection your passport number and next destination. We will only hold passport information for 12 months as required by law.

### **Changes to this Policy**

We reserve the right to modify this policy at any time. Changes to this policy will be posted on this site.

Your continued subscription to or use of the site constitutes your acceptance of the policy as revised. It is your responsibility to review the policy frequently. Please contact us at [info@pentonbridgeinn.co.uk](mailto:info@pentonbridgeinn.co.uk) if you have any questions about this policy.

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