

# **Privacy Policy**

When do we collect information from you?

We collect information from you only when you book on our site or fill out an enquiry form.

What information do we collect?

When booking or enquiring on our site we require your name, e-mail address, postal address and phone number.

What do we use your information for?

Any of the information we collect from you may be used in one of the following ways:

- To respond to your enquiry and/or process your booking
- To personalize your experience (your information helps us to better respond to your individual needs)

How do we protect your information?

We implement a variety of security measures to maintain the safety of your personal information when you enter, submit, or access your personal information.

Online bookings are processed through a secure server. All supplied information (including payment information) is transmitted via Secure Socket Layer (SSL) technology and processed by our bookings software provider.

After a transaction your payment information will not be stored on

### our computers.

We operate an in-house data protection policy for your personal details ensuring only those people who require them for the purposes of responding to your enquiry or managing your stay are able to access them.

#### Do we use cookies?

We use Google Analytics to find out information about your visit such as the amount of time you're on our website, how many times you've visited, and how often you visit. This requires placing a cookie onto your computer. Cookies made use on this website cannot track any personally identifiable user information. If you'd prefer not to have Google Analytics cookies saved on your computer, you can change this through your browser's privacy preferences.

Do we disclose any information to outside parties?

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 the 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.

## Third party 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.

## **Online Privacy Policy only**

This online privacy policy applies only to information collected through our website and not to information collected offline.

#### Your consent

By using our site, you consent to our privacy policy.

**Changes to our Privacy Policy** 

If we decide to change our privacy policy, we will post those changes

# on this page.

# **Contacting us**

If you have any questions regarding this privacy policy you may contact us at:

**Saracens Head** 

**Caernarfon Road, Beddgelert** 

Caernarfon

Gwynedd

**LL55 4UY** 

Tel: 01766 890 329

stay@saracens-head.co.uk