

LOW PLOUGHLANDS HOLIDAY LETS

PRIVACY POLICY

At Low Ploughlands Holiday Lets, we are committed to protecting and respecting your privacy. This policy, sets out how we will treat any personal data we collect from you.

Your Rights

We recognise you have rights as a 'data subject', and we have an obligation to uphold these. This privacy notice aims to outline how we maintain these rights. In particular it outlines:

- How we collect and process your information,
- Why we do this,
- How you can exercise your rights,
- Who to contact in the event you are unhappy with our performance,

Your information rights:

Right	Explanation
Right to be informed	This encompasses the obligation for us to be transparent in how we collect and use your personal data
Right of access	You have the right to access your personal data and supplementary information
Right to rectification	If the information we hold on you is inaccurate or incomplete, you can request we correct this.
Right to erasure	You can request we delete or remove personal data where there is no compelling reason for us to continue processing
Right to restrict processing	You have the right to request we cease processing your data, if: <ul style="list-style-type: none">• You consider it inaccurate or incomplete;• Where you object to processing and we are considering whether we have a legitimate interest to process it;• Where we don't need the data for the original reason we collected it, but may need it to support a legal claim.
Right to data portability	Where you have consented to our processing your data, or where the processing is necessary for us to deliver a contract, you can request a copy of that data be provided to a third party in electronic form.
Right to object	You have the right to object to our processing under certain circumstances. For example, you can object to: <ul style="list-style-type: none">• Direct marketing (including profiling); and• Processing for purposes of scientific/ historical research and statistics.
Rights related to automated decision making including profiling	Where we apply automated decision making, we must: <ul style="list-style-type: none">• Give you information about the processing,• Introduce simple ways for you to request human intervention, or challenge a decision,

	<ul style="list-style-type: none"> Carry out regular checks to make sure that our systems are working as intended.
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This privacy notice should outline how we are transparent in our processing. Please get in touch with us through the contact details detailed at the bottom of this document.

Information we collect

Please find below a summary of the information we collect and how we use this to deliver services to you.

Information we collect	Why we Collect this	How we process this
Name, Home address, e mails, and phone number	For the purpose of renting holiday accommodation, invoicing sending you information about your stay, including directions; marketing, we may from time to time send you our latest offers.	Secure Booking Management system. Secure office filing systems and accounts software
Names of guests staying with you on holiday	For the purpose of fire safety and insurance	Secure Booking Management Software
Credit Card details	Only for payment by card	Secure online payment processing platform your card details are not visible to us. If you give them over the phone or in person all details are shredded after your stay.
Transfer of Data		
Data may be shared with HMRC and our accountants for tax and accountancy purposes only, or other occasions where legally we are obliged to share data.		
Retention of Data		
Data will be held for 7 years as legally required by the HMRC		
Automated decision making		
We currently do not use any automated decision making in our processes		
Securing your information		
Information is stored electronically on our secure booking management system, our accounts software, payment processing platform and secure office filing systems		

Contact Details

We recognise you may have questions on how we process and/or store your data, or may want to change either the data we hold on you or how we communicate with you in the future.

If you have given consent for processing, you are free to withdraw consent. To let us know this is the case, e mail harriet@lowploughlands.co.uk. If you have any questions in respect of this notice, or would like to exercise your rights as a data subject (for example to correct data or to exercise your right to access): please contact harriet@lowploughlands.co.uk

If you are unhappy that we have not responded to your query adequately, or if you have a further complaint, the Information Commissioner's Office can be contacted at <http://ico.org.uk> 0303 123 1113.

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