

# Privacy policy

## Overview

Protecting your personal details.

Last updated: 31 July 2018

We are committed to protecting your personal information and being transparent about what information we hold. This policy sets out the basis on which your personal data will be processed by us.

For the purpose of the General Data Protection Regulation ("the GDPR") the data controller is Your Stay Bristol Ltd (registered number 06084204), whose registered office is at The Coach House, 1 Hurle Road, Clifton, Bristol, BS8 2SY ("We"). GDPR replaces the Data Protection Act 1998.

By accepting our Terms and Conditions or by visiting [www.yourstaybristol.co.uk](http://www.yourstaybristol.co.uk) ('the Website') you are accepting and consenting to the practices described in this Privacy Policy. You should read this privacy policy in conjunction with our [Terms and Conditions](#).

When we first obtain Personal Data from you, or when you take a new service or product from us, we will give you the opportunity to tell us if you do or do not want to receive information from us about other services or products (as applicable). You can normally do this by ticking a box on an application form or contract. You may change your mind at any time by emailing us at the address below.

Some of the Personal Data we hold about you maybe 'sensitive personal data' for example, information about your health or ethnic origin.

## 1.0 Collecting Information

We may collect Personal Data about you from a number of sources, including the following:

- 1.1. From you when you agree to take a service or product from us, in which case this may include your contact details, your address, your date of birth, how you will pay for the product or service including credit or debit card details.
- 1.2. From you when you contact us with an enquiry or in response to a communication from us, in which case, this may tell us something about how you use our services.
- 1.3. From documents that are available to the public, such as the electoral register.

## 2.0 Using Your Personal Information

2.1. Personal Data about our customers is an important part of our business and we shall only use your Personal Data for the following purposes and shall not keep such Personal Data longer than is necessary to fulfil these purposes:

- 2.1.1. To help us to identify you when you contact us.

2.1.2. To help us to identify accounts, services and/or products which you could have from us or selected partners from time to time. We may do this by automatic means using a scoring system, which uses the Personal Data you have provided and/or any information we hold about you and Personal Data from third party agencies (including credit reference agencies).

2.1.3. To help us to administer and to contact you about improved administration of any accounts, services and products we have provided before; provide now or will or may provide in the future.

2.1.4. To allow us to carry out marketing analysis and customer profiling (including with transactional information), conduct research, including creating statistical and testing information.

2.1.5. To help to prevent and detect fraud or loss.

2.1.6. To allow us to contact you in any way (including mail, email, telephone, visit, text or multimedia messages) about products and services offered by us and selected partners unless you have previously asked us not to do so.

2.1.7. We may monitor and record communications with you (including phone conversations and emails) for quality assurance and compliance.

2.1.8. We may check your details with fraud prevention agencies. If you provide false or inaccurate information and we suspect fraud, we will record this.

2.2. We will not disclose your Personal Data to any third party except in accordance with this Privacy Policy.

2.3. We may allow other people and organisations to use Personal Data we hold about you in the following circumstances:

2.3.1. If we, or substantially all of our assets, are acquired or are in the process of being acquired by a third party, in which case Personal Data held by us, about our customers, will be one of the transferred assets.

2.3.2. If we have been legitimately asked to provide information for legal or regulatory purposes or as part of legal proceedings or prospective legal proceedings.

2.3.3. We employ companies and individuals to perform functions on our behalf and we may disclose your Personal Data to these parties for the purposes set out in clause 2.1 or, for example, for fulfilling orders, delivering packages, sending postal mail and email, removing repetitive information from customer lists, analysing data, providing marketing assistance, providing search results and links (including paid listings and links) and providing customer service. Those parties are bound by strict contractual provisions with us and only have access to Personal Data needed to perform their functions, and may not use it for other purposes. Further, they must process the Personal Data in accordance with this Privacy Policy in accordance with GDPR regulations. From time to time, these other people and organisations to which we may pass your Personal Data may be outside the European Economic Area. We will take all steps reasonably necessary to ensure that your Personal Data is treated securely and in accordance with this Privacy Policy and GDPR.

2.4. Where you give us Personal Data on behalf of someone else, you confirm that you have provided them with the information set out in this Privacy Policy and that they have not objected to such use of their Personal Data.

2.5. In connection with any transaction which we enter into with you:

2.5.1. We, and other companies in our group, may carry out credit and fraud prevention checks with one or more licensed credit reference and fraud prevention agencies. We and they may keep a record of the search. Information held about you by these agencies may be linked to records relating to other people living at the same address with whom you are financially linked. These records will also be taken into account in credit and fraud prevention checks. Information from your application and payment details of your account will be recorded with one or more of these agencies and may be shared with other organisations to help make credit and insurance decisions about you and members of your household with whom you are financially linked and for debt collection and fraud prevention. This includes those who have moved house and who have missed payments.

2.5.2. If you provide false or inaccurate information to us and we suspect fraud, we will record this and may share it with other people and organisations. We, and other credit and insurance organisations, may also use technology to detect and prevent fraud.

2.5.3. If you need details of those credit agencies and fraud prevention agencies from which we obtain and with which we record information about you, please write to our Data Protection Manager at Your Stay Bristol Ltd, The Coach House, 1 Hurle Road, Clifton, Bristol, BS8 2SY.

### **3.0 Protecting Information**

We have strict security measures to protect Personal Data.

3.1. We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you input.

3.2. We reveal only the last four digits of your credit card numbers when confirming an order. Of course, we transmit the entire credit card number to the appropriate credit card company during order processing and store only a cross reference to that transaction. The cross reference can be used to generate future payments as and when necessary without us being able to see the complete card details.

3.3. We maintain physical, electronic and procedural safeguards in connection with the collection, storage and disclosure of personally identifiable customer information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you.

3.4. It is important for you to protect against unauthorised access to your password and to your computer. Be sure to sign off when you finish using a shared computer.

## **4.0 Your rights under GDPR**

This policy sets out the information you are entitled to receive regarding the personal data that we collect and store for you

### **4.1 Right of Access**

4.11 You have the right to obtain confirmation that your data is being processed as well as access to the personal data that we hold for you. Where you make such a request, we will respond as soon as possible and at the latest within one month of receipt of your request and this information will be provided free of charge. If we consider that your request is unfounded or excessive, we reserve the right to charge a reasonable fee for providing such information. We may also extend the time taken to respond to you fully.

### **4.2 Right to rectification**

4.21 You have the right to have personal data rectified where it is inaccurate or incomplete. You may put this request in writing to the Director and General Manager or your Account Manager. Where a request is made, the data will be rectified as soon as possible and at the latest within a month of receiving your request. Where applicable, we will notify relevant third parties of any changes to ensure that the data they are processing is rectified.

### **4.3 Right to erasure**

4.31 You have the right to have your personal data erased if it is no longer necessary in relation to the purpose for which it was collected/processed. Where possible we will comply with all requests to erase your data, save for data that is necessary to meet any statutory requirements or our record keeping purposes. Where we have transferred your personal data to third parties, we will inform them of this erasure.

### **4.4 Right to restrict processing**

4.41 You have the right to request that we restrict processing your personal data if you believe that the data we hold is inaccurate. You can request that we restrict processing whilst we verify the accuracy of data that we hold. You may also request that we restrict processing if you have issues with how your data is being processed. This restriction may be put in place whilst we consider whether our legitimate grounds to processing your data supersede your request for restriction. Where we have transferred your personal data to third parties, we will inform them of this restriction.

#### 4.5 Right to data portability

4.5.1 You have the right to receive a copy of your personal data and/or have this data transmitted to another data controller. We will comply with any such requests as far as is reasonable but it may not be possible to transmit data in a way that is compatible with systems of another controller.

#### 4.6 Right to object

4.6.1 You have the right to object to us collecting, storing and processing your personal data. Where an objection is made to us processing your data for direct marketing purposes, we will deal with this immediately and cease all marketing activities. Where you object to us processing the data for legitimate interest grounds, we will consider this objection and will cease processing where possible. In some circumstances, our legitimate grounds for processing your data may override your request.

#### 4.7 Rights related to automated decision making including profiling

4.7.1 We do not operate any systems using automated decision making or profiling in relation to your employment.

### **5.0 The internet**

5.1. If you communicate with us using the internet, we may occasionally email you about our services and products. When you first give us Personal Data through the Website, we will normally give you the opportunity to say whether you would prefer us not to contact you by email. You can also always send us an email (at the address set out below) at any time if you change your mind.

5.2. Please remember that communications over the internet, such as emails and webmails (messages sent through a website), are not secure unless they have been encrypted. Your communications may go through a number of countries before they are delivered -this is the nature of the internet. We cannot accept responsibility for any unauthorised access or loss of Personal Data that is beyond our control.

### **6.0. Links & Cookies**

6.1. The Website may include third-party advertising and links to other websites. We do not provide any personally identifiable customer Personal Data to these advertisers or third-party websites.

6.2. These third-party websites and advertisers, or internet advertising companies working on their behalf, sometimes use technology to send (or 'serve') the advertisements that appear on the Website directly to your browser. They automatically receive your IP address when this happens. They may also use cookies, JavaScript, web beacons (also known as action tags or single-pixel gifs),

and other technologies to measure the effectiveness of their ads and to personalise advertising content. We do not have access to or control over cookies or other features that they may use, and the information practices of these advertisers and third-party websites are not covered by this Privacy Policy. Please contact them directly for more information about their privacy practices. In addition, the Network Advertising Initiative offers useful information about internet advertising companies (also called 'ad networks' or 'network advertisers'), including information about how to opt-out of their information collection.

6.3. We exclude all liability for loss that you may incur when using these third party websites.

6.4 Cookies are small encrypted text files that are sent to your browser from the websites you visit, and are stored on your device.

We use cookies to better understand how users are navigating to and through our site and to provide you with useful additional functionality. We are currently operating an 'implied consent' policy which means that we assume you are happy with this usage. If you do not wish us to store cookies on your device, then please visit this link:

<http://www.aboutcookies.org/default.aspx?page=2> which will give you detailed instructions on how to disable and delete cookies in your browser settings.

The following types of cookies may be used on our website:

**Session cookies:** These are temporary cookies that remain until you leave our website or close the browser window. We use these to carry information across pages of our website and in some cases, to prevent data from needing to be re-entered into forms.

**Analytic cookies:** We may additionally make use of analytical cookies through Google Analytics. These cookies help us compile anonymous statistics that allow us to understand how visitors are using our website, which pages are being visited, and help us improve it and its content. These cookies do not identify visitors personally.

**Third Party Cookies:** Our website also carries embedded 'share' buttons to enable users of the site to easily share articles with their friends through a number of popular social networks. These sites may also set cookies when you are also logged in to their service. We do not control the dissemination of these cookies and you should check the relevant third party website for more information about these cookies.

<http://twitter.com/privacy>

[http://www.linkedin.com/static?key=privacy\\_policy](http://www.linkedin.com/static?key=privacy_policy)

<http://www.facebook.com/about/privacy>

To read more about cookies, what they mean, what they can be used for and why we have made this statement, please visit <http://www.aboutcookies.org> We may amend this policy in line with future changes in legislation or best practice.

## **7.0 Further Information**

7.1. If you would like any more information or you have any comments about our Privacy Policy, please either write to us at Data Protection Manager, Your Stay Bristol Ltd, The Coach House, 1 Hurler Road, Clifton, Bristol, BS8 2SY., or email us at [info@yourstaybristol.co.uk](mailto:info@yourstaybristol.co.uk)

7.2. We may amend this Privacy Policy from time to time without notice to you, in which case, we will publish the amended version on the Website. You confirm that we shall not be liable to you or any third party for any change to this Privacy Policy from time to time. It is your responsibility to check regularly to determine whether this Privacy Policy has changed.

7.3. You can ask us for a copy of this Privacy Policy and of any amended Privacy Policy by writing to the above address or by emailing us at [info@yourstaybristol.co.uk](mailto:info@yourstaybristol.co.uk) This Privacy Policy applies to Personal Data we hold about individuals. It does not apply to information we hold about companies and other organisations.

7.4. If you would like access to the Personal Data that we hold about you, you can do this by emailing us at [info@yourstaybristol.co.uk](mailto:info@yourstaybristol.co.uk) or writing to us at the address noted above. There may be a nominal charge of £10.00 to cover administrative costs.

7.5. We aim to keep the Personal Data we hold about you accurate and up to date. If you tell us that we are holding any inaccurate Personal Data about you, we will delete it or correct it promptly. Please email us at [info@yourstaybristol.co.uk](mailto:info@yourstaybristol.co.uk) or write to us at the address above to update your Personal Data.