

Privacy Policy

Brentwood Guest House Ltd. understands that customers care about the use and storage of their personal information and data and we value your trust in allowing us to do this in a careful and sensible manner.

We've created this privacy policy statement in order to demonstrate our commitment to the privacy of our customers. By using Brentwood Guest House, our website, our dedicated telephone reservations line and any other Brentwood Guest House Ltd. service, you are consenting and agreeing to the practices outlined in this statement. Brentwood Guest House Ltd. will always handle information in compliance with the Data Protection Act (1998).

Collection of data and use of your personal information

We collect your data and personal information in the following ways:

- On our website when you make or manage a booking; register or alter your details; use the 'Contact us' or 'Meeting & Events' forms for an enquiry.
- In our Customer Services department from your correspondence.
- By telephone when speaking to a hotel assistant.
- In hotels when you register at reception.

We use your data and personal information in the following ways:

- To continually improve your customer experience. We use the information to process bookings and payments, communicate with you about bookings, products, services and promotional offers, update our records and recommend products and services that might be of interest to you. We may also contact you to ask about your experience using our hotels and services as part of a continual programme of customer service improvement.
- To improve our website, prevent or detect fraud or abuses of our website and enable third parties to carry out technical, logistical or other functions on our behalf.
- To provide you with requested information or correspondence, such as a Brentwood Guest House Directory or a response from us to an enquiry made by you.
- To send you details of your new, amended or cancelled booking - usually via email
- To contact you in the event of a change that affects your booking or any data or personal information you have provided us with, such as changes to terms and conditions of booking or this privacy policy.

With your permission, your contact details may be used to supply information to you by telephone, email or post, about our company and to send you occasional promotional material, such as information about special offers which we think you might find valuable. If you do not agree to receive this information, you may opt out from receiving future information at any time; see the **opt out** section of this policy.

We may also provide aggregate statistics about our customers, sales, traffic patterns and related site information to reputable third parties but these statistics will include no personally identifying information.

We might receive information about you from other sources and add it to our account information. This ensures that the quality of data we have on your account(s) is maintained properly.

Non disclosure to third parties

The information and data we collect is important for Brentwood Guest House and we would not want to share this to 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 Brentwood Guest House or any part of its business is sold to or integrated with another business, Brentwood Guest House may disclose your personal information to the new owners (and their professional advisers on the transaction) to be used by the new owners and their group of companies in the same ways as set out in this Privacy Policy, including to continue providing you with the same services and marketing information services as are currently provided by Brentwood Guest House.

Credit or debit card data is never viewed or disclosed to anyone, ever.

Security of your information

We follow strict security procedures in the storage and disclosure of information which you have given us. This is to prevent unauthorised access or unlawful processing of your personal information. For additional peace of mind, credit card details are not recorded on the Brentwood Guest House site when booking a room. Please see our Site Security policy for more information.

Your consent

By using our website you consent to the collection, storage and processing of your personal information by us in the manner set out in this privacy policy. Should we change our privacy policy, we will post the changes on this website so that you are always aware of what information we collect, how we use and under what circumstances we disclose it.

Opt out / Data quality / Access

We will always ask your permission before sending you electronic marketing information. This ensures you only receive information that you have given us permission to send and are willing to receive.

It is possible, if you have given us your permission to receive a type of electronic marketing communication, to alter your contact preferences at any time. You can do this by:

Sending an email to

info@brentwoodguesthouse.com

with your name, address and (if you have made a booking with us) a confirmation number.

Please note it is not possible to 'opt-out' of receiving communication from us which relate to your bookings. This ensures we can always contact you in the event of a circumstance that affects your stay with us.

For the purposes of the Data Protection Act (1998), the controller of all information collected on this website is:

Brentwood Guest House Ltd.

75-77 Rose Valley

Brentwood

Essex

CM14 4HJ

If you wish to view, delete or amend any of the information we hold on you, this can be done by contacting us in writing at the address provided above. We will not charge for amending or deleting personal information, but may charge for viewing information held on you as specified in the Data Protection Act (1998).

Brentwood Guest House Ltd., 75-77 Rose Valley, Brentwood, Essex, United Kingdom, CM14 4 HJ.