

---

## FAIR PROCESSING AND PRIVACY POLICY

---

### BACKGROUND

Holiday Cornwall Ltd understand that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website, [www.holidaycornwall.co.uk](http://www.holidaycornwall.co.uk) ("Our Site") and will only collect and use personal data in ways that are described here, and in a manner that is consistent with Our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is requested upon your use of Our Site. If you do not accept and agree with this Privacy Policy, you will not be able to proceed with a booking or enquiry on Our Site.

### 1. Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

- |                        |  |
|------------------------|--|
| <b>"personal data"</b> | means any data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Site. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation ("GDPR"). |
| <b>"We/Us/Our"</b>     | Means Holiday Cornwall Ltd, a limited company registered in England under company number 3689302, whose registered address is The Boathouse, Helford Passage, Falmouth, Cornwall, TR11 5LB.  |

### 2. Information About Us

- 2.1 Our Site is owned and operated by Holiday Cornwall Ltd, a limited company registered in England under company number 3689302, whose registered, and main trading address, is The Boathouse, Helford Passage, Falmouth, Cornwall, TR11 5LB.
- 2.2 Our VAT number is 730 0370 84
- 2.3 Our Data Protection Officer is Joanna Pelham, and can be contacted by email at [bookings@holidaycornwall.co.uk](mailto:bookings@holidaycornwall.co.uk), by telephone on 01326 250278, or by post at The Boathouse, Helford Passage, Falmouth, Cornwall, TR11 5LB.

### 3. What Does This Policy Cover?

This Privacy Policy applies only to your use of Our Site. Our Site may contain links to other websites. Please note that We have no control over how your data is collected, stored, or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them.

### 4. Your Rights

- 4.1 As a data subject, you have the following rights under the GDPR, which this

Policy and Our use of personal data have been designed to uphold:

- 4.1.1 The right to be informed about Our collection and use of personal data;
  - 4.1.2 The right of access to the personal data We hold about you (see section 12);
  - 4.1.3 The right to rectification if any personal data We hold about you is inaccurate or incomplete (please contact Us using the details in section 13);
  - 4.1.4 The right to be forgotten – i.e. the right to ask Us to delete any personal data We hold about you (We only hold your personal data for a limited time, as explained in section 6 but if you would like Us to delete it sooner, please contact Us using the details in section 13);
  - 4.1.5 The right to restrict (i.e. prevent) the processing of your personal data;
  - 4.1.6 The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
  - 4.1.7 The right to object to Us using your personal data for particular purposes; and
  - 4.1.8 Rights with respect to automated decision making and profiling.
- 4.2 If you have any cause for complaint about Our use of your personal data, please contact Us using the details provided in section 13 and We will do Our best to solve the problem for you. If We are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office (ICO).
- 4.3 For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

## 5. **What Data Do We Collect?**

Depending upon your use of Our Site, We may collect some or all of the following personal and non-personal data:

- 5.1 Name and title;
- 5.2 date of birth;
- 5.3 gender;
- 5.4 business/company name;
- 5.5 contact information such as postal, email addresses and telephone numbers;
- 5.6 demographic information such as post code, preferences, and interests;
- 5.7 financial information such as credit / debit card numbers, although our secure trading system stores only the last four digits of your debit/credit card number.
- 5.8 Your feedback and reviews of our properties and your holiday experience.

## 6. **How Do We Use Your Data?**

- 6.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with Our obligations and safeguard your rights under the GDPR at all

times. For more details on security see section 7, below.

- 6.2 Our use of your personal data will always have a lawful basis, either because it is necessary for Our performance of a contract with you, because you have consented to Our use of your personal data (e.g. by subscribing to emails), or because it is in Our legitimate interests. Specifically, We may use your data for the following purposes:
  - 6.2.1 Supplying Our services to you (please note that We require your personal data in order to enter into a contract with you);
  - 6.2.2 Personalising and tailoring Our services for you;
  - 6.2.3 Replying to emails from you;
  - 6.2.4 Supplying you with emails that you have opted into (you may unsubscribe or opt-out at any time by contacting us by post or email, or via the unsubscribe option on MailChimp);
  - 6.2.5 Market research, but without identifying any individual.
- 6.3 With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by email, mail, telephone and text messages with information, news, and offers regarding our services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights, and comply with Our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.
- 6.4 You have the right to withdraw your consent to Us using your personal data at any time, and to request that We delete it.
- 6.5 We do not keep your personal data for any longer than is necessary considering the reason(s) for which it was first collected. Data will therefore be retained for the following purposes:
  - 6.5.1 Legitimate business reasons;
  - 6.5.2 HMRC taxation purposes;
  - 6.5.3 Insurance claims;
  - 6.5.4 Marketing purposes.

## 7. **How and Where Do We Store Your Data?**

- 7.1 We only keep your personal data for as long as We need to in order to use it as described above in section 6, and/or for as long as We have your permission to keep it.
- 7.2 Your data will only be stored in the UK.
- 7.3 Data security is very important to Us, and to protect your data We have taken suitable measures to safeguard and secure data collected through Our Site.
- 7.4 Steps We take to secure and protect your data include:
  - 7.4.1 Where possible, we try to have a paperless desk policy.

- 7.4.2 Any confidential information we have on paper, is securely locked away overnight, or shredded immediately after use.
- 7.4.3 If we accept post or parcels on your behalf, they will be kept in an office not accessible by the public, and we may ask for identification on collection.
- 7.4.4 Any data collected and stored on our computers is password protected. Individual users have separate log-ins, and passwords are changed regularly.
- 7.4.5 We have anti-virus software and adequate Firewall protection to help prevent possible breach of security.
- 7.4.6 We are registered with the ICO, and comply with their guidelines, including ongoing changes in legislation.
- 7.4.7 We include Confidentiality Clauses in our Holiday Cornwall employee contracts. If a member of staff were to leave, he/she will be reminded of their legal obligation to NOT take any data with them.

## 8. Do We Share Your Data

In certain circumstances, We may be legally required to share certain data held by

- 8.1 Us, which may include your personal data, for example, where We are involved in legal proceedings, where We are complying with legal obligations, a court order, or a governmental authority.
- 8.2 We may sometimes contract with third parties to supply services to you on Our behalf. These may include payment processing, delivery of goods, advertising, and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law.
- 8.3 We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any personally identifying data, or any anonymised data that can be combined with other data and used to identify you. We may from time to time share such data with third parties such as prospective investors, affiliates, partners, and advertisers. Data will only be shared and used within the bounds of the law.
- 8.4 The third-party data processors used by Us and listed below are located in the European Economic Area (“the EEA”) and countries compliant with EU regulations. (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). Where We transfer any personal data outside the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the GDPR including:
  - 8.4.1 Super Control (our booking system);
  - 8.4.2 Trip Advisor and Flip Key – an Online Travel Agent;
  - 8.4.3 HomeAway – an OTA;
  - 8.4.4 AirBnB – an OTA;
  - 8.4.5 Booking.com – an OTA;

- 8.4.6 Microcomms – our computer consultants;
- 8.4.7 Secure Trading – our online payment system;
- 8.4.8 The Maenporth Estate Office;
- 8.4.9 Helford Passage Apartments.
- 8.4.10 We hold the right to add or amend any third-party data processors.

## 9. **What Happens If Our Business Changes Hands?**

- 9.1 We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Any personal data that you have provided will, where it is relevant to any part of Our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use that data only for the same purposes for which it was originally collected by Us.
- 9.2 If any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will be given the choice to have your data deleted or withheld from the new owner or controller.

## 10. **How Can You Control Your Data?**

- 10.1 In addition to your rights under the GDPR, set out in section 4, when you submit personal data via Our Site, you may be given options to restrict Our use of your data. In particular, We aim to give you strong controls on Our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided in Our emails and at the point of providing your details).
- 10.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

## 11. **Your Right to Withhold Information**

You may browse Our Site without providing any data at all. However, to use all features and functions available on Our Site you may be required to submit or allow for the collection of certain data.

## 12. **How Can You Access Your Data?**

You have the right to ask for a copy of any of your personal data held by Us (where such data is held). Under the GDPR, no fee is payable, and We will provide any and all information in response to your request free of charge. Please contact Us for more details at [bookings@holidaycornwall.co.uk](mailto:bookings@holidaycornwall.co.uk) or using the contact details below in section 13.

13. **Contacting Us**

If you have any questions about Our Site or this Privacy Policy, please contact Us by email at [bookings@holidaycornwall.co.uk](mailto:bookings@holidaycornwall.co.uk), by telephone on 01326 250278, or by post at Holiday Cornwall Ltd, The Boathouse, Helford Passage, Falmouth, Cornwall, TR11 5LB. Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 12, above).

14. **Changes to Our Privacy Policy**

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.