

Data collected by telephone is inputted directly into the Reslynx/Guestline Hospitality Solution.

## Sharing of Personal Information

VBL staff will have access to your personal information only for lawful and legitimate reasons. We will not knowingly share your information with third parties without your consent except under the following legal conditions.

- ✓ National security
- ✓ Taxation and criminal investigation
- ✓ Any law that obliges us to do so.
- ✓ Enforcement of our terms and conditions and other agreements

VBL do not knowingly share personal information with other organisations for marketing or any other commercial purposes.

Consensual sharing with third party providers may include, but not limited to;

- ✓ Booking engine providers (Reslynx/Guestline Hospitality Solutions)
- ✓ Online travel agents (only went already booked through)
- ✓ Mailchimp – current VBL offers sent out by email

These could provide you with requested services and improve your present or future stay with us.

Websites that can be accessed through our own website (e.g. tourist attractions) are not covered by the VBL privacy policy and you are advised to read their own policies.

Links to social media sites are also not covered by VBL privacy policy.

## Cookies

VBL websites may at times use cookies. All cookies are used in accordance with current UK and EU Cookie Law. You will always be asked before a website places Cookies on your computer from a VBL website. You have the option to deny Cookies when asked though this may limit certain areas of a website. You can also delete Cookies at any time.

## Data Storage

We will store your personal information only for the time necessary or as permitted by any applicable law. All data is held on secure servers.

## Access and Modification of Your Personal Information

You have the right to access or modify your personal information at any time.

Please be aware that if you object to the collection or holding of your personal information we may have to cancel or limit your stay with VBL.

All Mailchimp emails contain an “update your preferences” or “unsubscribe from this list” buttons allowing you control of these alerts.

## **Keeping You Updated**

VBL may amend this Guest Privacy Policy at any time so therefore invite you to read this document when making a new booking.

This Guest Privacy Policy was last updated January 2024.

## **Contact**

Any queries can be directed to Guest Data Services for VBL, 82-90 Albert Rd, Blackpool FY1 4PR . Tel 01253 753471 or 01253 626569