

PRIVACY STATEMENT LAWTON

Verde Blackpool Ltd Guest Privacy Policy

We understand the importance to give our guests the best stays possible. A part of this commitment is our Guest Privacy Policy (also referred to in this document as Privacy Policy)

Please read our Privacy Policy before providing us with any of your personal information.

Verde Blackpool Ltd (VBL) is a hotel chain registered at 82-90 Albert Rd, Blackpool FY1 4PR. When you stay at one of our hotels your personal information is collected by VBL.

We always use any of your personal information in line with the Data Protection Act (1998) and the General Data Protection Regulation. For the purposes of the Data Protection Act 1998 VBL is the data controller.

Types of Personal Information collected include:

- Name
- Nationality/passport details
- Driving License information
- Whether an adult or child (We do not knowingly collect personal information from under 16's except name and age. If you believe your child has submitted personal information directly to us, please contact us to delete)
- Contact information, including postal address, email address and telephone numbers
 Credit/Debit Card Numbers (only stored in Trust Payments secure systems)
- IP Address
- Dates of arrival and departure
- Smoker/non-smoker
- Special requests and preferences (e.g. prefer an easy access room, vegetarian breakfast required)
- Enquiry information
- Feedback after stay

Collection of Personal Information

Data is collected online during the booking process either by a branded booking engine or a third-party booking engine provider (Reslynx/Guestliine Hospitality Solutions).

Data may be collected face to face at reception during an enquiry, check-in, and check-out. Subscription to newsletter list from website to receive.

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 $01253\ 626569$