

PRIVACY POLICY

This privacy policy sets out how Bryn Meadows Golf Hotel & Spa uses and protects any information that you give Bryn Meadows Golf Hotel & Spa including phone calls, emails, texts, video messaging, internet messaging, cookies and similar technologies. It is also included in the Staff Handbook, and sets out how staff comply with Data Protection and GDPR.

Bryn Meadows Golf Hotel & Spa is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy statement.

Bryn Meadows Golf Hotel & Spa may change this policy from time to time by updating this document or page on our website. You should check this from time to time to ensure that you are happy with any changes.

What we collect

Upon contacting Bryn Meadows Golf Hotel & Spa for information or when making a booking we may collect the following information:

- full name
- company and job title
- billing address
- company address
- telephone number
- email address
- other contact information
- demographic information such as preferences and interests
- other information relevant to customer surveys and/or offers

Contractually, data is required to be lawfully kept for 7 years for reporting or legal purposes such as governed regulations including VAT records. However data may be stored for longer periods than this. Individual or personal data can be requested to be deleted or destroyed, including hard copies and back-ups, as long as it does not need to be legitimately or lawfully kept.

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

Mailing lists

At Bryn Meadows Golf Hotel & Spa we send out regular email marketing campaigns. Subscription to these are through prize draws, on our website and membership. Guests staying overnight or if you have made a booking with us, and if you have given permission to be contacted directly by a member of staff, this includes enquiries. Please be aware you can be removed from these lists or unsubscribe at any time, following the instructions provided or by contacting the resort. You will not be re-inserted to this list unless you ask to do so in writing. Other forms of marketing could include direct text messages, telephone calls, internet and social media messaging or direct mail. The campaigns are created internally and we do not sell your data onto 3rd parties.

Where we receive personal data from a customer or potential customers, including business cards, in order to provide goods or services, and for legitimate interests of the business, you may be contacted directly by a member of staff including email, telephone calls, text messages, direct mail or internet messaging. The processing activity is undertaken where the lawful basis is that it is for the performance of a contract or with the view of entering into a contract or an informal agreement.

Your information will be used to tell you about ongoing developments at the resort relevant to your fields of interest as well as packages, promotional offers or events that we are hosting that we deem suitable.

A third party provider, Campaign Monitor, is used to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. You can unsubscribe at any time, by clicking the unsubscribe link at the top or bottom of any of the emails sent via the system. All other emails you receive will be directly from a member of staff. We purge the system on a 6 monthly basis and automatically remove inactive users.

Booking data

When you purchase a ticket to an event, book an overnight stay, buy merchandise, membership, gift vouchers or other payable services including golf, spa and restaurant through Bryn Meadows Golf Hotel & Spa your name, address, email and contact number and other personal data requested will be stored in one of our booking systems including Guestline, Reslynx, Secure Trading, Premier Core and BRS. Please note, that we do not store credit card details for bookings made over the phone or online.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect. Please see our Data Policy for further information.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

How we use Google Analytics

When someone visits www.brynmeadows.co.uk we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

WiFi

When you use the complimentary wifi at Bryn Meadows Golf Hotel & Spa we may collect data about; your device, the volume of data which you use, the websites and applications which you access and your usage by access time, frequency and location. This information is saved for 1 month before being deleted.

Third parties

We may share anonymised personal information with other organisations, particularly with Visit Caerphilly, Visit Wales, Visit Britain and Golf Union of Wales, who use this to produce visitor or participation figures.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998 via a Subject Access Request. This is detailed in our Data Policy.

If you believe that any information we are holding on you is incorrect or incomplete, please put this in writing as soon as possible. We will promptly correct any information found to be incorrect.