

# Ynyshir Restaurant and Rooms

## Privacy Policy

The website is operated by Plas Ynyshir Hall Hotel ('we', 'our', 'Ynyshir' or 'Ynyshir Restaurant and Rooms') and we are the data controller for the purposes of the EU General Data Protection Regulations (GDPR). We have responsibility for the control and processing of personal information provided by you when using this website in relation to this privacy policy.

### Personal data we collect

We collect personal information about you when you:

- create or amend a booking
- request a brochure
- purchase a voucher
- sign up to receive our newsletter
- send an enquiry either through the 'Contact' page, over the telephone or in person.
- post material to our social media pages (Facebook, Twitter and Instagram)
- browse our website

Personal information collected may include the following:

- Name
- Postal address
- Email address
- Telephone/mobile number
- Payment details
- Geo-location
- Disability information
- Allergens, intolerances and special requests
- Online behavioural data (tags and cookies)
- Voice recordings (messages left on our answer machine)
- Identification information (passports, driving licenses or national identity cards)

### How we collect personal data

#### Website ([ynyshir.co.uk](http://ynyshir.co.uk))

We collect personal data when you fill in an enquiry form or book a table. We use this data to contact you by telephone or email to answer a query.

We collect site behaviour data using cookies when you are browsing the website to monitor site usage and to improve the browsing experience. See the Cookie section below.

#### Siteminder

We collect personal data when you make a booking online (and over the telephone). This facility is provided by Siteminder (view Siteminder's privacy policy [here](#)). Siteminder securely stores personal and financial data in the cloud at Amazon Web Services based

in the USA. Amazon Web Services participates in the EU-US and Swiss-US Privacy Shield Framework which defines the use, retention and personal information from the European Union member countries and Switzerland. For further information follow this [link](#).

### **On property**

We record your preferences, such as beverage and room choices, etc, when you visit Ynyshir so that we can provide a more personal experience if you return. This is one of our legitimate interests of customer satisfaction.

## **How we use your data and legal basis**

Fulfilling a contract or proceeding with the terms set in a contract. This is relevant when making a reservation with us and/or receiving products and services including:

- creating or amending a reservation
- providing products and services requested by you
- verifying your identity for security purposes
- processing payments
- communicating with you
- providing customer service
- alerting you of unforeseen circumstances by telephone, email or text, that will affect provision of our products and services as set out in a contract

If the requested information is not provided we may be unable to enter into or comply with a contract or our legal duties.

## **Legitimate interests**

**Ensuring customer satisfaction, goodwill and handling of complaints**

**Protecting our business and to prevent fraud**

We monitor, test and control the performance and security of our systems, processes, and premises to prevent and detect fraud protect the business.

**Business performance and improvement**

We analyse sales to help improve our products and services to guests.

**Safety and security of our staff and guests**

**Developing and marketing products and services**

- Analysing transactions and information provided by you and which we learn about through your interactions with us.
- Monitoring the use of our websites to improve performance and user experience.

**Legal and regulatory purposes**

- Legal claims, compliance, regulatory or investigation purposes.
- Complying with health and safety legislation for example logging accidents
- Anonymising personal data when we do not need to process it.

### **When you give us consent**

- we will send emails in relation to our products and services (newsletters).
- we will process health information, for example allergen information, for you or someone else in your party.
- you have the right to withdraw consent at any time.

### **Purposes required by law**

- recording guests who are not resident of the United Kingdom
- requests by the government, law enforcement, intelligent services or court orders
- complying with health and safety legislation
- sharing information with other licensees in accordance with licensing requirements
- responding to a rights request

### **To protect your vital interests or those of another person**

- disclosing data to the emergency services where we believe it is in your vital interest.
- where you or someone else acting on your behalf provides us health information like allergen information.

## **Service Providers**

We use third party companies to provide certain services. Personal data may be disclosed to provide our services to you or if it is in our legitimate interests. We use third parties to:

- take bookings (Siteminder/Amazon Web Services)
- provide wireless internet (BT)
- provide analytics (Google Analytics)
- process payments (Barclays)

## **Personal information provided by other parties**

We may obtain information about you from social media channels including Facebook, Twitter and Instagram which supplements the information we already hold to provide our services and products in accordance with your requirements and to ensure information held is accurate and relevant.

## **Marketing**

We send email marketing based on your consent. We do this by asking you to tick a checkbox that states you wish to receive marketing emails from us and that you may opt out at anytime.

## **How long your personal data is kept**

For compliance with legal and tax obligations we retain data securely for 7 years from the date of the last transaction.

Data (electronic and physical) is securely destroyed at the end of the data retention period unless future regulations or laws are required us to retain your personal information for a longer period.

## Your rights

### **The right to access data we hold about you**

At any time you can you can request data we hold about you including the actual data, why we hold this data, who has access to this data and where this information originated from.

### **The right to update the data we hold about you**

If data we are holding about you is incorrect, incomplete or out of date, you can inform us to get ensure it is updated.

### **The right to erase data we hold about you**

You may request to have the data we hold about you deleted. We will confirm when your data is deleted or inform you of the reasons why the data cannot be deleted.

### **The right to object to process your data**

You have the right to tell us to stop processing your data. We will contact you to confirm this request or if we have legitimate grounds to continue processing the data. When data processing has ceased we may still hold your data to comply with your other rights.

### **The right to ask us to stop direct marketing from us**

You have the right to stop receiving direct email marketing from us. Emails will carry an 'unsubscribe' link to opt out of marketing emails.

### **The right to data portability**

You have the right to request the transfer of your data to another controller.

### **The right to object being profiled**

You have the right to request we do not profile in regards to direct marketing.

### **The right to complain**

You have the right to raise a complaint by emailing [info@ynyshir.co.uk](mailto:info@ynyshir.co.uk) for the attention of the Data Controller. Alternatively contact the Information Commissioner's Office at [www.ico.org.uk](http://www.ico.org.uk).

## Sharing your data

We respect all personal data that we collect. We do not share any personal data without explicit consent and we will never disclose, rent, trade or sell your personal information to third parties for marketing purposes.

## How we protect your data

We take reasonable steps to:

- protect data from unauthorised access, disclosure or destruction
- Keep data accurate and up to date
- We are compliant with PCI requirements

## Cookies

We use cookies and tags on our website. Cookies are small text files that are stored on your browser of your device which you use to surf the internet to pass tiny amounts of behavioural data on a specific website to a web server. Tags are lines of code that reside on web pages and collect data about the usage on web pages. We use cookies to monitor visits to ynyshir.co.uk so that we can improve the browsing experience of users.

### Description of cookies used

<i>Cookie Type</i>	<i>Organisation</i>	<i>Details</i>
Analytics	Google Analytics	These cookies give us vital information about each page on our website and how users interact with them. This information is used to improve the performance of the website.
Website	Optinmonster	These cookies give us information about when a link is clicked on a pop-up window on the website.

### Rejecting and deleting cookies

If you wish to block the use or delete cookies, this can be in your browser preferences. See your browser's help documentation for further information.

## Contact Details

If you have any queries regarding this Privacy Policy, require additional information or wish to raise a complaint please use the following details.

Data Controller  
Ynyshir Restaurant and Rooms  
Eglwys Fach  
Machynlleth  
Powys  
SY20 8TA

[info@ynyshir.co.uk](mailto:info@ynyshir.co.uk)

01654 781209

## Changes to this Privacy Policy

This policy will be updated periodically. Check this policy occasionally to see the most up to date version that will apply when you access our website.