

## INTRODUCTION

Welcome to Seadown Holiday Park and Higher Pound Farm Cottages privacy notice. We respect your privacy and are committed to protecting your personal information, which we call “personal data”. This privacy notice will tell you how we look after your personal data and about your privacy rights.

## HOW WE COLLECT YOUR PERSONAL DATA

You may give us data orally, by filling in forms or by corresponding with us by post, phone, email or otherwise, for example when you:

- Make a booking with us or contact us about doing so;
- contact us about any booking we have with you;
- request marketing to be sent to you;
- enter a competition, promotion or survey;
- give us some feedback.

We may also receive personal data about you from third parties and public sources, including other customers when they interact with us.

## HOW WE USE YOUR DATA

We will only use your personal data when the law allows us to.

We have set out below how and why we plan to use your personal data.

<b>Purpose</b>	<b>What information is collected</b>	<b>What the information is used for</b>	<b>Our legal grounds for collecting the information</b>
Brochure request	Name Address Phone number – mobile & landline e-mail address	Sending a brochure to you	Consent - You have the right to withdraw your consent at any time.
Making a booking for:  Touring Pitch Static Caravan Cottage	Name Address Phone number – mobile & landline e-mail address Number of people in the party Arrival & departure dates Type of accommodation or pitch required including any special requirements or pets Details about your Caravan or Motorhome. Card details for payment	We require all of this information to make a booking for you.	Necessary for our legitimate interests (performing the contract)
Contacting Reception	Name Pitch or Accommodation number Nature of Enquiry	The information is used to resolve the enquiry.  The information is also stored on our electronic database in case there is a complaint or claim about the holiday.	Necessary for our legitimate interests (to provide customer support and an appropriate response to your enquiry)  Necessary to comply with a legal obligation (To defend our legal rights)
On site Incidents	Name Address Telephone Number Details of accident and	Necessary to comply with a legal obligation (We are required by law to keep a record of accidents and	Necessary to comply with a legal obligation (We are required by law to keep a record of accidents and

	treatment	treatment)	treatment)
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**MARKETING**

We do not share your personal data with any third party for marketing purposes. We may however use your personal data to send you marketing communications from us if you have requested information from us or purchased goods or services from us or if you provided us with your details when you entered a competition or registered for a promotion and, in each case, you have not opted out of receiving that marketing. You can ask us to stop sending you marketing messages at any time.

**VISITORS TO OUR WEBSITE**

We have structured our web site so that, in general, you can visit our web site without identifying yourself or revealing any personal information. If we want to collect personally identifiable information through our website, we will be up front about this.

**THIRD-PARTY LINKS**

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

**DISCLOSURES OF YOUR PERSONAL DATA**

We may share your personal data with third parties to help us run our business or carry out our obligations to you:

Name	Lawful basis for processing including basis of legitimate interest
Other companies in our group <b>Webbers Park</b>	Performance of a contract with you  Necessary for our legitimate interests (performing the contract).
Service providers for IT and system administration	Performance of a contract with you  Necessary for our legitimate interests (performing the contract, using your data as we have described in this notice).
Our professional advisers including lawyers, bankers, auditors and insurers.	Necessary for our legitimate interests (complying with our legal obligations).
HM Revenue & Customs, regulators and other authorities	Necessary for our legitimate interests (complying with our legal obligations).

We may also share your personal data with any third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance

with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

#### **DATA SECURITY**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

#### **HOW LONG WILL WE USE YOUR PERSONAL DATA FOR?**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

#### **CHANGES**

It is important that the personal data we hold about you is accurate and current. If your details change, please e-mail us at [bookings@seadownholidaypark.co.uk](mailto:bookings@seadownholidaypark.co.uk) or call reception on 01297 560154 and we will update your personal data as soon as we can. Note, however, that we may need to verify the accuracy of the new data you provide to us.

#### **PERSONAL DATA REQUESTS**

- To request details of the personal data that we hold about you please write to us at Seadown Holiday Park, Bridge Road, Charmouth, Dorset, DT6 6QS or e-mail us at [bookings@seadownholidaypark.co.uk](mailto:bookings@seadownholidaypark.co.uk) To request erasure of your personal data please write to us at Seadown Holiday Park, Bridge Road, Charmouth, Dorset, DT6 6QS or e-mail us at [bookings@seadownholidaypark.co.uk](mailto:bookings@seadownholidaypark.co.uk) Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it
- You will not have to pay a fee to access your personal data. However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We do not knowingly collect data relating to children

#### **REGISTERED OFFICE**

Seadown Holiday Park Ltd, Bridge Road, Charmouth, Dorset, DT6 6QS. Registered in England & Wales 598895