



12 Eastern Esplanade, Broadstairs, Kent, CT10 1DR ♦ enquiries@baytreebroadstairs.co.uk ♦ +44 (0) 1843 862502

Privacy Notice

The Bay Tree Privacy Notice (this document) is compliant with:

- The Data Protection Act 1998 (“the Act”)
- The General Data Protection Regulation (GDPR) 25 May 2018

The Bay Tree strictly adheres to all prevailing legislation and regulation.

1. Identity

Bay Tree Broadstairs Limited (“The Bay Tree”), Company Number 03896006, registered at 12 Eastern Esplanade, Broadstairs, Kent, CT10 1DR.

Any questions about the Bay Tree privacy policy should be sent to enquiries@baytreebroadstairs.co.uk

2. Use of Personal Data

The Bay Tree is committed to protecting your privacy and maintaining the security of your personal information supplied by you to us.

The Bay Tree collects the Personal Data of its guests when enquiries and bookings are made for the guest accommodation and the restaurant.

This data includes some of all of:

- Name
- Address
- Telephone
- Email
- Any particular requests made at the time of booking
- Date(s) of visit

The data is used for the following lawful purposes:

- Comply with the Immigration (Hotel Records) order 1972
- Enable guests to stay at the Bay Tree for their confirmed booking date
- Enable guests to eat in the Bay Tree restaurant for their confirmed booking date
- Enable the Bay Tree to send emails and postal mail to past and future guests concerning accommodation and the restaurant.
- Return found property
- Take credit or debit card payments via our Merchant Acquirer (presently Worldpay which is part of the RBS group).

Data is retained indefinitely unless a guest requests that it be deleted. In this instance the Bay Tree will:



- Delete the guest record from its system six years after the Data Subject last contracted with the Bay Tree.
- Inform its Agents of the request (for example the providers of its booking systems)
- Inform the Data Subject of the Agents who (may) hold their personal data

A guest who requests that they do not receive any further emails from the Bay Tree containing information concerning future accommodation or restaurant opportunities will be removed immediately from the mailing list. All such emails are sent using Mailchimp which by default includes an opt out link in each email.

The Bay Tree will not pass on your personal data to any third party unless required to by a relevant authority and only then if properly demanded under the requirements of the Act.

3. EU and Safe Harbour

Your personal data may be stored on or processed by any of the systems listed below. These are either located within the EU or in locations deemed 'safe harbour' under EU guidelines.

- RMS PMS Accommodation booking
- RMS ePOS Point of Sale system
- Open Table Restaurant bookings
- Worldpay Credit and Debit card processing
- Microsoft Outlook Emails sent and received
- Bay Tree website messages sent via the forms pages
- Mailchimp Email management system

4. Website Cookies

The Bay Tree website, located at www.baytreebroadstairs.co.uk, may use cookies which are small data files supplied to your browser. Cookies are used by most websites and are essential to help deliver a high quality website and online booking system. By using and browsing our website, you consent to cookies being used in accordance with our policy. If you do not consent, you must disable cookies or refrain from using the website. At present our website uses cookies for Google Analytics.

5. Call Recording

For training and quality purposes the Bay Tree may record telephone calls

6. CCTV

The Bay Tree may use Closed Circuit Television cameras to maintain security at the hotel and restaurant. CCTV footage is kept for 30 days and then erased automatically. CCTV footage remains secure and confidential and will only be disclosed to relevant authorities if properly demanded under the requirements of the Act.

7. Guest Complaints to the Information Commissioner

Guests of the Bay Tree (Data Subjects) may complain to the Information Commissioner if they believe that the Bay Tree is not holding their Personal Data in accordance with prevailing legislation and regulations.

Complaints should be made to:



The Information Commissioner
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

0303 123 1113
01625 545745