



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](mailto: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 or 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 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, Worldpay.



Data may be 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 guest last contracted with the Bay Tree.
- Inform its Agents of the request (for example the providers of its booking systems)
- If requested, inform the guest 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 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**

Guest 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                           |
| • ResDiary          | Restaurant bookings                            |
| • Worldpay          | Credit and Debit card processing               |
| • Sagepay           | A secure vault storing credit card information |
| • Microsoft Outlook | Emails sent and received                       |
| • Mailchimp         | Email management system                        |

Please note that the Bay Tree does not record or store credit card information. Guests who make their booking online are required to enter their card details to secure the booking. These details are stored by the Sagepay Gateway system which is a secure vault token based system. The Bay Tree never sees a customer's card details, only the token associated with the card. Sagepay Gateway is used by many large merchants including EasyJet, Europcar and BBC Children in Need.

### **4. Website Cookies**

The Bay Tree website, located at [www.baytreebroadstairs.co.uk](http://www.baytreebroadstairs.co.uk), may use cookies which are small data files supplied to your browser. Cookies are used by almost all 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 and keep them for 12 months. Call recordings are kept securely in 'the cloud'.

### **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 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