

## St George Hotel - Privacy Policy

In compliance with UK and European data protection regulations, this privacy policy explains what personal information we collect from you when you visit our website or stay with us a guest or use the facilities at the Hotel

St George Hotel is committed to processing personal information about its customers in ways that comply with its legal and regulatory obligations, and to being clear with customers about what it does with their personal information.

### Data collection and How we use your data

St George Hotel may collect personal information which we receive when:

- you use our website
- you book to stay with us
- you register on one of our events
- you contact us or
- you are a recipient of our services.

We may collect the following types of information:

- your name, address, email address, telephone number(s) and other contact details
- information required to provide you with a service (eg. national insurance number, bank details, tax information etc), and details of our services that you have used
- your company's name, your position in the company; the company's address, company's email address and telephone number
- your payment information such as credit or debit card details and bank account details.

If you book to stay with us we will collect

- your name, address, email address, telephone number, car registration, payment details

if you book on an event we are hosting at the Hotel we will collect

- your name, email address

If you sign up to our free wi-fi

- your name, address, email and contact number

## Website cookies

Although we aren't currently using cookies, we may well use cookies on this website in the future. If we do so, then we will update this policy

Cookies are small data files that allow a website to collect and store a range of data on your desktop computer, laptop or mobile device.

We use traffic 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 our customer needs. We only use this information for statistical analysis and then the data is removed from our system

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 nor 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 modify your browser settings to decline cookies should you prefer but this may prevent you from taking full advantage of the website.

## Why do we collect this information ?

We collect your personal information to:

- provide you with services that you may request from us whether as a guest of the hotel or attending an event
- to promote future events at the hotel or invite you to stay with us again
- meet our legal and regulatory obligations.

## How do we collect this information ?

We collect personal information:

- **directly from customers:** e.g. when a customer signs up to receive our services or registers on our website
- **directly from booking agencies;** when a customer signs up to receive our services with them by registering with our approved agencies such as Booking.Com, Trip Advisor, Late Rooms, Trivago. Kayak
- **from events that you register;** Comedy nights, christmas events etc.
- **from publicly available sources:** eg. social media, internet services.

We are committed to keeping your information up to date as far as is reasonably possible. However, if you believe that we have made an error, then please contact us as we have outlined below and we will use reasonable endeavours to correct.

## Keeping your information safe and secure.

St George Hotel is committed to keeping customers' personal information secure to protect it from being inappropriately or accidentally accessed, used, shared or destroyed, and against it being lost.

We use external expertise to ensure any data you have provided to us is kept secure

We are looking to be certified to the [UK Cyber Essentials scheme](#)

We may need to transfer personal information to third parties located outside the UK. If we do, we will ensure that information is protected to a level which meets the requirements of UK law and within the EEA

### **Third party access**

Access to your personal information is only allowed when required by law or is required as part of our fulfilling our service obligations.

Where you register to our free wi-fi service you sign to the acceptance terms provided by our supplier Blue Scorpion. [Blue scorpion Privacy Policy](#)

We also make use of suppliers with whom we share your data in the following circumstances

- our website host company
- with MailChimp for the email we send you about our promotional offer

We do not, and will never, sell or share your personal information with other third parties other than as part of contractual arrangements as described above or only where we have sought your explicit consent

### **How long do we keep personal information ?**

We will only retain customers' personal information for as long as it needs it to carry out a particular purpose or meet a particular obligation.

If you stay with us, we will continue to hold your details for 10 Years

If you attend one of our events, we will use your data for 10 Years

If you register with our free wi-fi, See [Blue Scorpion Privacy Policy](#)

In each of the above examples, you can ask us to delete your form our records or to stop sending you information by writing to Roland Stanley, St George Hotel, 7-8 New Road Avenue, Rochester, Kent ME4 6BB.

### **Marketing**

If you have consented to receive marketing information, you may opt out at a later date by writing to us at Roland Stanley, St George Hotel, 7-8 New Road Avenue, Rochester, Kent ME4 6BB.

You have a right at any time to stop us from contacting you for marketing purposes.

For general promotions of our Hotel events or services we will send you details by email on a twice-monthly basis only where you have given your prior consent. If you prefer not to receive this information, please let us know by unsubscribing via the link on the email.

**Links to other websites:**

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

**Access to personal information**

To make a request to St George Hotel for any personal information we may hold, we need you to contact us by writing to the address provided below:

Roland Stanley, St George Hotel, 7-8 New Road Avenue, Rochester, Kent ME4 6BB.

Or by emailing us at [roland@george-hotel.co.uk](mailto:roland@george-hotel.co.uk)

We want to make sure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

**Changes to our Privacy Policy:**

We keep our privacy policy under regular review and we will place any updates on this web page. This privacy policy was last updated in April 2018

**How to contact us:**

Please contact us if you have any questions about our privacy policy or about information we hold about you:

By email : [roland@george-hotel.co.uk](mailto:roland@george-hotel.co.uk)

Or write to us at :

Roland Stanley, St George Hotel, 7-8 New Road Avenue, Rochester, Kent ME4 6BB.