

Bolton Whites Hotel Privacy Policy

This privacy policy sets out how Bolton Whites Hotel uses and protects any personal information that you give us.

Bolton Whites Hotel is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website or when you interact with the hotel directly, then you can be assured that it will only be used in accordance with this policy.

This policy covers data collected by Bolton Whites Hotel and the Bolton Whites Hotel website owned and controlled by us only. Links to other websites and information collected by third party sites are not covered by this privacy policy.

Bolton Whites Hotel may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

This policy is effective from 1st December 2017.

Our Promise

Any personal data that you give us will only be used for one or more of the following purposes: fulfil an enquiry, send a brochure, join our loyalty programme, make a booking with the hotel, send you marketing offers via post or email. It will be stored securely on our database and will not be shared with any third party not associated with Bolton Whites Hotel.

We promise to only send you relevant and timely marketing communications and will give you the opportunity to decline or opt out every time we contact you. We are entitled to assume you do not object to our doing any of the things mentioned in this policy unless you tell us otherwise in writing or in any other approved manner.

If you wish to opt-out of receiving further communication in any form, please follow the instructions in any promotional message you get from us. You can also exercise that right at any time by contacting us at info@boltonwhiteshotel.co.uk. Please allow up to 14 days for us to process your opt-out request. Even if you opt out of getting marketing messages, we will send you transaction messages, including responses to your questions.

If you do not opt out, in all future contact with you in marketing mailings, phone and SMS marketing or via email marketing we will give you the opportunity to decline to receive further mailings. Except where expressly permitted by the Data Protection Act, we will only deal with the personal details you give us as set within this policy unless you agree otherwise. We have appropriate measures in place to protect this information.

Third Parties

We use information as otherwise disclosed or permitted by law. We will share information within the group where legally permitted. We will share information with data processors that perform services on our behalf. They are prohibited from using that information for any other purpose.

In respect of bookings where we need to pass on your personal details to the companies and organisations who need to know them so that your chosen arrangements can be made (for example catering).

Where permitted by law, we may get information from entities within the Group or from other third parties with whom we do business. We may get information from persons acting on your behalf, for example if someone makes a reservation for you. We may also get information from social media platforms and advertising and analytics providers.

What we collect

In order to process your booking, reservation, subscription or brochure request, we may collect the following information:

- Name and job title
- Contact information including email address and those of party members where applicable
- Demographic information such as postcode, preferences and interests
- Credit / debit card or other payment details
- Special requirements such as those relating to disability or medical condition(s) which may affect your chosen arrangements
- Dietary requirements which may disclose your religious beliefs
- Other information relevant to customer surveys and/or offers

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping
- We may use the information to improve our products and services
- We will use your information to fulfil a request, send you a pre arrival email, a post departure email or to ask you to participate in a survey
- We may periodically send promotional emails about our facilities or special offers or other information which we think you may find interesting using the email address which you have provided
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or mail
- We may use the information to customise the website according to your interests

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online and offline.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

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

Overall, cookies help us to 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 or 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 usually modify your browser settings to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other websites

Our website may contain links to enable you to visit other websites of interest easily. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this policy. You should exercise caution and look at the privacy policy applicable to the website in question.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes

- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at info@boltonwhiteshotel.co.uk

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act (1998). A small fee will be payable. If you would like a copy of the information held on you please write to info@boltonwhiteshotel.co.uk.

If you believe that any information we are holding about you is incorrect or incomplete, please write to;

Bolton Whites Hotel
De Havilland Way
Horwich
Bolton
BL6 6SF

Or email info@boltonwhiteshotel.co.uk us as soon as possible. We will promptly correct any information found to be incorrect.