

# Heron Lodge Privacy Policy



**March 2024**

The Owners of Heron Lodge (“we”) are committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, or that our Agent (Luxury Coastal) provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will manage it.

## **Who is responsible for managing your personal information?**

For the purposes of the Data Protection Act and General Data Protection Regulation (GDPR) we are the data controller in relation to your personal data; this means that we are responsible for your personal data. Our address is: Melanie Redman, Heron Lodge, No 10 Roadford Lake Lodges, Lifton, Devon, PL16 0RL

If you have any questions about this Privacy Policy, including any request to exercise your legal rights, please contact us in writing either by post using the above address, or by email using [stay@devonlakelodge.co.uk](mailto:stay@devonlakelodge.co.uk).

## **What type of personal information we collect?**

When you make a booking with our Agent, the following personal information is provided to us by our Agent:

- The name of the lead guest who makes the booking.
- The composition of the party staying at the booked property.
- The contact telephone number you provide.
- The email address you provide if correspondence with us via email is necessary.

If you contact us directly by post, email or telephone, you will typically provide us with the following personal information:

- Your name.
- Your postal address.
- Your email address.
- Your telephone number.

## **How do we get personal information?**

We collect personal information in the following ways:

- Personal data may be provided to us by our Agent when you make a booking.
- Personal data may be provided by you directly to us through direct communication as part of booking or for customer service purposes.
- Personal data may be provided to us by a third party related to the property you book, such as a Roadford Lake Lodges Park manager or warden, caretaker, cleaner or maintenance contractor.

## **Why do we need to collect personal information?**

We use personal information for the processing of your bookings and for customer service purposes related to your booking.

We will only use personal information when the law allows us to:

- To perform the contract we are to enter into or have into with you;
- To comply with a legal obligation;
- Where it is necessary to carry out our legitimate interests.

We may process your personal data for more than one lawful basis depending on the specific purposes for which we are using your information.

### **What personal information may we share with third parties?**

For the purposes of processing your booking, or for customer service related to your booking, if the need arises, we may share your personal information with:

- Our Agent.
- A third party related to the property you book, such as a Roadford Lake Lodges' Park manager or warden, caretaker, cleaner or maintenance contractor. This might be done in situations such as personal property left behind after your stay, a property maintenance issue or other customer support purpose.

### **How we store your personal information?**

The personal information you provide our Agent is not stored by us; our Agent stores this information in their bookings systems (<https://luxurycoastal.co.uk/privacy-policy>).

For any data that you provide directly to us or is stored by us:

**Data security:** we operate appropriate security measures to prevent personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. Access to your personal data is restricted to individuals who have a business need to know it, are under confidentiality obligations and can only process it on our instructions.

**Data retention:** we will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for legal and accounting purposes. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

Digitally stored personal data will be permanently deleted when it is no longer required to be held; any hard copy documents storing personal data will be shredded and disposed of when it no longer required to be held.

We may update our data retention practices from time to time.

### **Changes to our Privacy Policy**

We may change our Privacy Policy from time to time. We will always update the Privacy Policy on our website (<https://devonlakelodge.co.uk>) and in the property guest information folder.

### **Your data protection rights**

- Under data protection law, you have certain rights including:
- You can ask for access to and a copy of your personal data that we hold and how we are processing it.
- You can ask us to correct any incomplete or inaccurate personal data that we hold about you.
- You can ask us, in certain circumstances, to delete or remove your personal data.
- You can ask us, in certain circumstances, to restrict the processing of your personal data.
- You can object, in certain circumstances, to the processing of your personal data.
- You can request a transfer of your personal data you provided us with to you or to a third party.

In most situations you are not required to pay any charge for exercising your rights, however in certain cases a reasonable fee for complying with a request may be charged. If you make a request, we have one month to respond to you.

Please contact us at Heron Lodge, Plot 10, Roadford Lake Lodges, Lifton, PL16 0RL or by email using [stay@devonlakelodge.co.uk](mailto:stay@devonlakelodge.co.uk) if you wish to make a request.

### **How to complain?**

If you have any concerns about our use of your personal information, you can make a complaint to us at The Owners, Heron Lodge, No 10 Roadford Lake Lodges, Lifton, PL16 0RL.

You can also complain to the ICO if you are unhappy with how we have used your data.

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>