

Privacy Policy

Effective Date: July 2025

Dunham House Holiday Let

At Dunham House Holiday Let, we value your privacy and are committed to protecting your personal data. This policy explains how we collect, use, share, and protect your information, as well as your rights under the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR). It also includes notes on how we may use artificial intelligence (AI) in limited ways.

Who We Are

Dunham House Holiday Let (“we”, “our” or “us”) is the data controller for the purposes of UK data protection law. This means we are responsible for deciding how your personal data is used and ensuring it is used lawfully.

What Information We Collect

a) Information You Provide Directly

We may collect the following personal information when you contact or book with us:

- Full Name
- Email Address
- Postal Address
- Telephone Number

We collect this information when you:

- Make a booking with us
- Sign up for newsletters
- Request information or support
- Provide a review or testimonial
- Require an invoice or receipt

b) Information You Provide About Others

If you provide us with someone else’s personal details (e.g., to make a booking on their behalf), you confirm you have their permission to do so and that they understand how their data may be used.

c) Automated Data (Cookies & Analytics)

When you use our website, we may collect information using cookies and similar technologies, including:

- IP address
- Device and browser information

- Pages visited and actions taken
- Login details (if applicable)

This helps us improve website functionality, security, and user experience. You can control or disable cookies in your browser settings. For more information, visit: www.aboutcookies.org or www.allaboutcookies.org

How We Use Your Information

We use your information to:

- Manage bookings and provide services
- Issue invoices and handle payments
- Communicate with you about your stay or enquiry
- Send marketing communications (with your consent)
- Improve our services through anonymous usage data
- Comply with legal obligations

We do not use your data for profiling or fully automated decision-making without human involvement.

Use of Artificial Intelligence (AI)

We may use AI tools to assist with:

- Drafting and improving guest communication (e.g., email replies or marketing content)
- Anonymised pattern analysis for business insights (e.g., occupancy trends)

We do not use AI to make automated decisions about you or to process sensitive personal data without consent.

Who We Share Your Data With

We only share your personal data where necessary, and always securely. This may include:

- Booking agents or platforms (e.g., Airbnb, Booking.com, Smoobu)
- Payment processors (e.g., PayPal, Stripe)
- Our professional service providers (e.g., accountants)
- Law enforcement if required by law

Third parties are responsible for their own data protection policies. Please check their privacy policies directly.

How We Protect Your Information

We take appropriate technical and organisational measures to protect your data, including:

- Storing all personal data offline and securely
- Avoiding uploading unnecessary personal data to the internet
- Only publishing your personal information (e.g., reviews) when you have given permission
- Using password-protected systems where digital storage is required

Despite our precautions, the internet is not 100% secure. Please use direct booking and

offline payment (bank transfer, cheque or cash) if you prefer not to use third-party platforms.

Your Data Rights

You have the following rights under UK data protection law:

- Access – Request a copy of the personal data we hold about you
 - Correction – Ask us to fix inaccurate or incomplete data
 - Erasure – Request deletion of your data where appropriate
 - Objection – Object to direct marketing or certain types of processing
 - Restriction – Ask us to limit how we use your data
 - Data Portability – Receive your data in a reusable format (where applicable)
- To exercise any of these rights, please contact us using the details below. Proof of identity may be required.

Marketing Preferences

We may occasionally contact you with updates or offers if you've agreed to receive them.

You can unsubscribe at any time by:

- Clicking the 'unsubscribe' link in our emails
- Contacting us directly to update your preferences

Please allow a short time for processing your request.

Changes to This Policy

We may update this privacy policy from time to time. The latest version will always be available on our website at:

www.advertiseronline.co.uk

How to Contact Us

If you have any questions or concerns about this policy or how we handle your personal data, please get in touch:

Email: enquiries@dunhamhouse.org.uk

Phone: 07940166693

Post:

CP & LE Daniels

Main Street

Dunham on Trent

NG22 0TY

Last Updated: July 2025

Data Retention

We retain your personal data only as long as necessary for the purposes set out in this policy:

- Booking and service data: kept for 6 years after your last stay (to comply with tax and accounting requirements).
- Marketing preferences: retained until you unsubscribe or withdraw consent.
- Customer-provided photographs: retained indefinitely for promotional use unless you request removal.

Waiver of Rights to Customer Photographs

By providing us with photographs for testimonials or promotional use, you grant Dunham House a perpetual, royalty-free, worldwide licence to use, reproduce, distribute, and publicly display these images in any media. You waive any rights to copyright and moral rights in such photographs to the fullest extent permitted by law. This means we may use your images without requiring further permission or payment. If you later wish to withdraw this consent, please contact us, and we will cease future use where feasible.