

Florence House Seaford Limited privacy policy 2018

Florence House Seaford Limited understands that customers care about the use and storage of their personal information and data and we value your trust in allowing us to do this in a careful and sensible manner.

We have created this privacy policy statement in order to demonstrate our commitment to the privacy of our customers. By using **Florence House Seaford Limited**, our website (including our mobile site), our mobile app, our **office** telephone line and any other **Florence House Seaford Limited** service, you are consenting and agreeing to the practices outlined in this statement. **Florence House Seaford Limited** will always handle information in compliance with the **GDPR (2018)** and the Data Protection Act (1998).

Collection of data and use of your personal information

We collect your data and personal information in the following ways:

- On our website when you make or manage a booking; register or alter your details; use the 'Contact us' forms for an enquiry; request a brochure; apply for a vacancy or **purchase items**
- In our **office** from your correspondence
- By telephone when speaking to **our office**
- In **Florence House** when you register at reception

We use your data and personal information in the following ways:

- To continually improve your customer experience. We use the information to process bookings and payments, communicate with you about bookings, products, services and promotional offers, update our records, We may also contact you to ask about your experience using our hotels and services as part of a continual programme of customer service improvement.
- To improve our websites, prevent or detect fraud or abuses of our websites and enable third parties to carry out technical, logistical or other functions on our behalf.
- To provide you with requested information or correspondence, such as a response from us to an enquiry made by you.
- To send you details of your new, amended or cancelled booking, usually via email
- To contact you in the event of a change that affects your booking or any data or personal information you have provided us with, such as changes to terms and conditions of booking or this privacy policy.
- **Your** contact details may be used to supply information to you by telephone, email or post, about our company, and to send you occasional promotional material, such as information about special offers which we think you might find valuable. We may also provide aggregate statistics about our customers, sales, traffic patterns and related site information to reputable third parties but these statistics will include no personally identifying information.

Non disclosure to third parties

The information and data we collect is important for **Florence House** and we would not want to share this with anyone else. Unless we have your express consent, we will never disclose, rent, trade or sell your personal data to any third parties for their marketing or mailing purposes.

In the event that **Florence House Seaford Limited** or any part of its business is sold to or integrated with another business, **Florence House** may disclose your personal information to the new owners (and their professional advisers on the transaction) to be used by the new owners and their group of companies in the same ways as set out in this Privacy Policy, including to continue providing you with the same services and marketing information services as are currently provided by **Florence House Seaford Limited**.

Cookies

The **Florence House** website and mobile app **does not use cookies or tags**. A cookie is a small file that can be stored by your browser on your computer's hard drive and allows the browser to pass small amounts of information to a web server. Tags are transparent graphic files that appear on web pages that collect anonymous information about usage of the web pages.

To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org. Please be aware that you will need to manage each browser on each device that you access the internet with separately.

Security of your information

We follow strict security procedures in the storage and disclosure of information which you have given us. This is to prevent unauthorised access or unlawful processing of your personal information.

Please read our [Site security policy](#) below for more information.

Your consent

By using our website or our mobile app you consent to the collection, storage and processing of your personal information by us in the manner set out in this privacy policy. Should we change our privacy policy, we will post the changes on this website so that you are always aware of what information we collect, how we use and under what circumstances we disclose it.

For the purposes of the **GDPR (2018)** and the Data Protection Act (1998), the controller of all information collected on this website is:

The Data Controller
Florence House Seaford Limited
Southdown Road
Seaford
East Sussex
BN25 4JS

If you wish to view, delete or amend any of the information we hold on you, this can be done by contacting us in writing at the address provided above. We will not charge for amending or deleting personal information, but may charge for viewing information held on you as specified in the **GDPR (2018)** and Data Protection Act (1998).

Site Security Policy

We take security very seriously at Florence House and take measures to ensure that all our payment options protect our customers

We have put a number of security steps in place to give you total confidence when booking with us:

1. All sensitive information, including personal details as well as credit card information, is kept confidential. This means that information can only be exchanged between you and **Florence House Seaford Limited** and that no third party can access this data.
2. All historical information regarding credit card, name, and address details is held securely. We do not retain live records of your credit card information on our web server after the transaction has been completed.

For additional protection, we ask for your card's security code at the point of payment. For most cards, including Visa and Mastercard, the code is the last three digits printed on the signature strip on the back of the card. For American Express, the code is the four digits printed on the front of the card above the main card number.

Purchases through our website are made using Paypal. You can view their policy using this link www.paypal.com/cgi/webapps/mpp/ua/privacy-full

**Florence House Seaford Limited, Southdown Road, Seaford, East Sussex, BN25 4JS.
Company Reg. 5268253.**