



## **Privacy Policy**

At Round the Woods we respect your privacy and are committed to maintaining it. This policy discloses how we collect, protect, use and share information gathered about you.

This Privacy Policy was most recently updated in February 2021 and will be reviewed periodically.

### **Information Collected and Use of Information**

We may send you marketing emails, which you can unsubscribe from by clicking the link at the bottom of the email. We share your contact information with Squarespace, our email marketing provider, so they can send these emails on our behalf.

If you subscribe to our email newsletter we will ask for your name and email address. You can subscribe to our newsletter via the Subscribe to our Newsletter link on our website. We then retain your name and email address securely using Squarespace Email Campaigns and we use this information so we can keep in touch with you by email with holiday tips, Norfolk guides and special offers.

We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our emails. For more information, please see [Squarespace privacy policy](#).

We do not share this information with any other third party.

### **If you book a stay via our website, by email or over the phone**

Our online booking system is provided by GlampManager. They detail their privacy policy on the booking landing page which can be accessed prior to making a booking for a stay at Round the Woods. For more information, please see [GlampManager's privacy policy](#).

When you arrange a booking, we will ask for the following personal information to enable us to arrange for your stay:

- Your name;
- Your email address to send your booking confirmation as well as useful information prior to your stay;
- Your billing and postal address for payment security;
- Telephone number to contact you about your stay and to send you a welcome message on the day of your arrival, enabling you to easily contact us with last minute questions and to inform us of delays. We may also use this for emergency purposes.
- Payment details:

We cannot see nor do we store your payment details for guests booking online or for payments made via an emailed payment link. Our booking system authorises payments and stores the details in an encrypted format. If you pay over the phone we enter the payment details straight into the Stripe payment gateway and do not store any payment details. Round the Woods is PCI compliant, which enables us to securely take payment details over the phone. We will never ask for payment details to be sent in an email and if you make a

telephone booking but would prefer not to pay over the phone we can email you a payment link for you to pay securely online through Stripe.

The importance of security is of the utmost concern to us. When you book a stay on our website, the online payment system uses industry standard technology to encrypt and protect the personal information submitted to us, both during transmission and once we receive it. Payment data is routed through Stripe, a payment gateway bank security and identity system to help protect the customer from fraud and identity theft. Please note, we are required to retain basic transaction data (except payment details as above) for a period of 5 years to comply with HMRC requirements. For these purposes we keep the lead guests' initial, surname and postal address.

We do not share any of your data with any third party, unless we are required to by law, for the fraud and identity check reasons detailed above.

### **How we share or Store Information**

We do not sell email lists to anyone and will only collect personal data essential to your booking or glamping break with us. All our data is kept on secure sites and is password protected. Bookings are through GlampManager, payments via Stripe and communications via Squarespace Email Campaigns as detailed above.

Booking details are annually downloaded from the password protected booking system and are stored in an excel spreadsheet that records our profit & loss details. This spreadsheet is password protected.

The guest diary holds some guest data including names, mobile number, and the region that they are coming from eg city or town. This enables us to keep track of bookings, make specific notes relating to a booking and also gives us ready access to guest names for their arrival and contact details in the case of an emergency.

We keep track of bookings on a wall calendar which records the surname of the lead guest and the # of guests alongside the corresponding dates. No identifiable details are recorded on this calendar.

### **Reviews**

We will use your email address to request feedback regarding your stay and use GlampManager to send this email. Reviews really help us to ensure we meet our guests' expectations and enable potential guests to get an idea of the guest experience at Round the Woods. If you complete a review it will be posted on the TripAdvisor website with no identifying details. We may post TripAdvisor reviews on our website, facebook page, twitter and Instagram accounts. For more information please see TripAdvisor's [Privacy Policy](#). If you would rather not be contacted in this way please let us know and we will ensure that TripAdvisor does not access your email address

### **Analytics**

This website collects personal data to power our site analytics, including:

- Information about your browser, network, and device
- Web pages you visited prior to coming to this website
- Your IP address

This information may also include details about your use of this website, including:

- Clicks
- Internal links
- Pages visited

- Scrolling
- Searches
- Timestamps

We share this information with Squarespace, our website analytics provider, to learn about site traffic and activity.

When someone visits our website [www.roundthewoods.co.uk](http://www.roundthewoods.co.uk) we also use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which is anonymous. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

### **Cookies**

This website uses cookies and similar technologies, which are small files or pieces of text that download to a device when a visitor accesses a website or app. For information about viewing the cookies dropped on your device, visit [The cookies Squarespace uses](#).

- [These functional and required cookies are always used](#), which allow Squarespace, our hosting platform, to securely serve this website to you.
- [These analytics and performance cookies](#) are used on this site, as described below, only when you acknowledge our cookie banner. We use analytics cookies to view site traffic, activity, and other data.

This website is hosted by Squarespace. Squarespace collects personal data when you visit this website, including:

- Information about your browser, network and device
- Web pages you visited prior to coming to this website
- Your IP address

Squarespace needs the data to run this website, and to protect and improve its platform and services. Squarespace analyses the data in a de-personalised form.

You are entitled to view, amend, or delete the personal information that we hold. Email your request to our data protection officer Kate Symonds on [kate@roundthewoods.co.uk](mailto:kate@roundthewoods.co.uk)