

Privacy Policy

**Travel West Inns Ltd trading as Best Western The Royal Chase Hotel.
Registered Office: 97 The Esplanade, Weymouth, Dorset, DT4 7AT
Company Registration No. 01093664.**

General Information

This policy describes how Best Western and Travel West Inns Ltd Limited ("we", "us", "our") collects, processes, uses and discloses your personal information when you contact us, use our services or interact with our website.

Data Protection

Your privacy is important to us and we promise to respect your personal information. Information is collected lawfully and in accordance with the Data Protection Act 1998 and we will do our best to ensure that your details are accurate and up-to-date.

Information We Collect About You

We collect personal information that you choose to provide voluntarily when using our websites, when you make a call to us or when you correspond with us by e-mail or otherwise.

We may also automatically collect some limited technical information including information on your IP address, browser type and version, time zone setting, operating system and platform, page interaction information, and any phone numbers or email addresses used to correspond with us.

Lawful Basis For Processing Personal Data

Consent: The data subject has freely given consent for their information to be processed for a specific purpose. Contract: Processing is necessary due to the fulfilment of a contract. Legal Obligation: Processing is necessary to comply with the law.

How We Use Your Information

We will use your personal information so that we can provide you with a first class service, and in particular to:

- Confirm your hotel reservations

- Record your membership in the Leisure Club
- Process payments, reservations and bookings
- Send you emails that relate to your hotel stay
- Administer competitions, promotions and prize draws
- Respond to your customer service inquiries or requests
- To confirm, update and improve customer records
- Identify and inform you of services that may be of interest
- Analyse and develop a relationship with you including Birthdays and special dates.

How We Share Information With Others

Where personal information is collected and processed on our behalf by trusted agents we try to ensure appropriate safeguards are in place to keep your information secure. These partners include:

- Banks and payment providers, to authorise and complete payments
- Service providers who work with us to help provide our services
- Companies to whom we transfer or may transfer our rights and duties under our agreement with you
- Our group companies
- Any successors in title to our business

In addition, in some circumstances we are under a legal duty to exchange information with other organisations for the purposes of fraud protection and credit risk reduction.

Marketing

Personal information you supply us with and the information about your use of services will only be used by us, to tell you by letter, telephone or email about services that may be of interest to you. Your personal information will not be disclosed to any third party for marketing purposes.

Transfers of Your Personal Information

We sometimes need to transfer the personal information referred to in this policy within our group to help operate our business efficiently. However, we will always strive to adopt the highest standards of privacy protection, wherever your personal information is located and adopt appropriate measures to secure an adequate level of privacy protection.

Online Security

Unfortunately, the transmission of information via the internet is not completely secure. However, by making purchases via our online booking engine, you are protected by Secure Socket Layer (SSL) technology, utilised by most popular browsers, including Google Chrome, Mozilla Firefox and Internet Explorer. This ensures, through encryption, the personal information you enter, including your name, address and credit-card information is converted into code before being dispatched over the Internet.

Retaining Your Personal Information

We only keep records for as long as required to manage hotel bookings and provide any other relevant services anticipated by this policy. When your information is no longer required, we will ensure it is disposed of in a safe manner.

Updating Your Personal Profile and Preferences

You can update or change your preferences for the way in which you would like us to communicate with you - including how you receive news updates from us, or details of our latest offers by following the un-subscribe instructions in the correspondence we send to you.

Accessing Your Personal Information

You have the right to see or access the personal information we hold about you. To receive a copy, please email the General Manager gm@theroyalchasehotel.co.uk. If you are concerned that any of the information we hold about you is incorrect, out of date, or may be used inappropriately, please contact us with your concerns and we will take appropriate steps to amend our records.

Cookie Usage

Cookies are small amounts of information that are sent to and are stored on your computer. We use them to identify you when you visit the websites, and to make your use of the websites more convenient for you. If you do not wish to have Cookies placed on your computer you can disable Cookies on your Internet browser. Please see our Cookie Policy for further details.

Changes To This Policy

Any changes we may make to this policy in the future will be posted on this page and, where appropriate, notified to you by email. Please check back frequently to see any updates of changes.

Your Right To Complain

You may complain to the Information Commissioners Office by calling 0303 123 1113. Alternatively please visit <https://ico.org.uk/concerns/>

V: July 2018