



**Stay with us on Skye
T/A Kildonan Holiday Home**

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Phone: 01470 592219

PRIVACY POLICY Privacy Policy – GDPR

Stay With Us on Skye [SWUOS] is committed to protecting and respecting your privacy. The policy below outlines how we collect and process personal data. Please read below to understand our views and practices regarding your personal data and how we will treat it. The rules on processing personal data are set out in the General Data Protection Regulation (GDPR)

Use of personal data

SWUOS collects and uses your personal data in several ways which include

1. Subscribing to our newsletter.
2. As a customer of SWUOS.
3. Through our online booking system operated by Supercontrol Ltd
4. We will only collect data when full permission is given.

Data collection through research methods

Data may be collected through the booking process, or customer surveys where personal data may only be given voluntarily. SWUOS currently uses Survey Monkey to collect research data, whose Privacy Policy can be seen [Here](#). Personal Data may only be given voluntarily.

The personal data that SWUOS holds about you is for the following purpose

1. To manage our customers bookings.
2. To provide information to manage their visit.
3. To distribute SWUOS Newsletters with information for visitors, special offers etc.
4. To communicate with SWUOS customers and enquirers.
5. All newsletter emails include an 'unsubscribe' button at the foot of the email.
6. To gather visitor opinions and research.

Non-personal identification information

We may collect non-personal identification information about users whenever they interact with our website. Non-personal identification information may include the browser name, the type of computer and technical information about users means of connection to our site, such as the operating system and the Internet service providers utilized and other similar information.

Data held

The personal data that SWUOS holds about you may consist of the following:

Customer or Enquirer

If you are a customer or enquirer of SWUOS, we may hold the following information;
Name | Business/home address | Post code | Telephone number(s) | E mail address | Names & Ages of guests | Payment Records | Other specific information that you voluntarily provide.

Bookings

If you place a booking with us your information will be handled as follows.

SWUOS Booking data is held by a third-party booking agency *Supercontrol Ltd*.

By placing a booking, you are automatically entered onto their database.

This information may include: Name | Business/home address | Post code | Telephone number(s) | E mail address | Names & Ages of guests | Payment Records | Other specific information that you voluntarily provide. Full details can be seen at this link along with their [Privacy Policy](#).

Newsletter

If you have 'opted in' to receive the SWUOS newsletter the following information may be held on *MailChimp;

SWUOS newsletter data is stored by a third-party company *MailChimp. By 'opting in' to receive information from SWUOS, your data will automatically be added to the MailChimp database for processing in accordance with their [Privacy Policy](#) and [Terms](#).

This information may include: Name | E mail address | Other information that you choose to provide freely

Cookies

Our websites utilises cookies which you can customise or reject when first entering the site. Details of our cookie policy can be seen at this link here.

How is data stored?

Details of how your data is stored is available on the third party websites as detailed above.

Emails

You will be able to contact SWUOS directly by email, or through a contact form on the website. If you provide us with your email address, we will reply to your email and give you the opportunity to 'opt-in' to receive information in the future.

How do we measure visits to our website?

We measure visits to the SWUOS website through Google Analytics. This records what pages you view, how long you are on the site and what device you use to visit the site. It also records your location. All information is anonymous. You can learn more about [Google Analytics Opt Out here](#) if you want to. SWUOS use Google Analytics to help improve the site.

How long will [SWUOS] keep your data?

We will keep your data for no longer than reasonably necessary and we only retain your data for the following purposes and use the following criteria to determine how long to retain your personal data: [1] While you remain a subscriber to our SWUOS Newsletter, [2] As a customer or enquirer to SWUOS.

Consent

By giving SWUOS your consent, you are giving us permission to hold and process your personal data for the purposes given above. Consent must be explicitly given, and SWUOS will always tell you why your personal data will be retained and how it is used. You may withdraw your consent at any time by contacting SWUOS on enquiries@staywithusonskye.co.uk. You can also withdraw your details at Mailchimp.

Disclosure

SWUOS will not pass on, share or trade your personal data with any person or organisation without first receiving your consent. Under no circumstances will SWUOS sell your information to third parties or advertisers. SWUOS uses MailChimp to distribute newsletters. By consenting to SWUOS using your data, you acknowledge that your name and e-mail address will be transferred to MailChimp for processing in accordance with their [Privacy Policy](#) and [Terms](#).

What can you do?

You will at all times have legal control over your own data and at can ask for a copy of any information SWUOS hold about you.

1. You may have any incorrect data corrected
2. You may ask to have any personal data erased at any time
3. You may ask that your data is not used for marketing

CONTACT

For more information about the SWUOS Privacy Policy or your personal information held by SWUOS, please contact us enquiries@staywithusonskye.co.uk

Information about our use of cookies

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Changes to this Privacy Policy

SWUOS has the discretion to update this privacy policy at any time. When changes are made, we will notify users the date that changes were made at the bottom of this page.

Updated 14th April 2022