

Midlands Farm Holiday Cottages Privacy Policy

This policy sets out our privacy practices and explains how we handle the information we collect when you visit and use our website and content.

We value and respect your privacy. When you share information with us, we make sure it is stored as securely as possible, and kept only for the purpose intended.

Summary

Customer names, email, postal addresses and contact numbers are stored in a computer database and are used solely for our own business purposes. We do not disclose or sell customer names and addresses to anybody. We do not store credit card details nor do we share customer details with any 3rd parties.

We use customer details to contact customers from time to time with information about offers, changes/developments to the cottages or the owners' personal circumstances, or any information that might prove useful to know before you arrive, should you decide to visit us. If you do not wish to receive this communication then please let us know and we will remove all of your details from our mailing list. We will reveal customer information if a formal request is received from a government or statutory authority.

How Midlands Farm Holiday Cottages uses and protects any information that you give us when you use our website.

We collect the following information:

- Name and payment details
- Contact information including email address and telephone numbers
- Demographic information such as postal address, preferences and interests
- Other information relevant to customer reviews

How we use the information we gather

We require this information to understand your needs and provide you with a better customer experience, and in particular, for the following reasons:

- To process your order and take payment
- Internal record keeping
- We may use the information to improve our customer experience strategies
- We may periodically send promotional emails about events in the area, special offers or other information which we think you may find interesting using the email address you have provided
- From time to time, we may also use your information to contact you for market research purposes, for example to glean feedback on your stay with us in order that we can amend our website according to your interests. We will only contact you by email for this purpose.

Security

We are committed to ensuring your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical (servers), electronic and managerial procedures to safeguard and secure the information we collect from you.

Links to other websites

Our website may contain links to other websites. However, once you have used these links to leave our site, you should be aware that we do not have any control over the other website. Therefore we cannot be responsible for the protection and privacy of any information you might provide whilst visiting such sites. You should exercise caution and look at the individual websites privacy statements. For more information please see our Cookies Policy below.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- When you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes.
- If you have previously agreed to use your personal information for direct marketing purposes, you may change your mind at any time by writing or emailing us.

You may request details of personal information, which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to us.

If you believe any of the information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible. We will promptly correct any information found to be incorrect.