

Privacy Notice

At London Beach Hotel & Spa, your privacy is extremely important to us. We are committed to protecting and respecting and personally identifiable information that you might provide us. This Privacy Policy sets out the data processing practices carried out, this includes use of the Internet and any other electronic communications networks by London Beach Hotel. If you have any requests concerning your personal information or any queries with regard to these practices please contact enquiries@londonbeach.com Please note that all data thus captured will be used and held in accordance with the requirements of the Data Protection Act 1998. / GDPR

Using Personal Data

The data we collect is used to operate our business and provide you with the products and services we offer. This includes using data to help personalise your experience. We may also use the data we collect to communicate with you. For example, keeping you informed about your booking. We use personal information we collect about you in the following ways:

1. To Provide information about products and services that you have requested.
2. To Provide London Beach Members with relevant information affecting their membership. Including important notices effecting members use of the Health Club Facilities. New services available to members, such as new classes.
3. To Provide and personalise our services
4. To Deal with your enquiries and requests
5. To process any transactions you are completing with London Beach.
6. To process any special offers or promotions that you enter.

Data Capture

Members Only: The primary data that we collect is provided by each member when they complete the membership form that members are required to fill in when they join, and update each year when they renew. Further data is collected during your induction via verbal communication and from the PARQ form.

Beauty Clients: The Beauty Department maintains information on medical issues that may affect treatments and productions, such as allergies. They also record products and treatments purchased by a client to help provide the best experience possible when you use our facilities.

General: Data is also collected via the online forms and telephone or email enquiries. We collect information from visitors to this website through the use of online forms and the "contact us" pages if you select the "yes" button on the "Would you like to receive Special Offers?" section on the form. We collect your details when you stay at our Hotel or use our facilities. We will send you information according to the preferences you submitted via our data capture form/online form. If you would like to change these preferences at any time please use the link on any emails we have sent or email us at offers@londonbeach.com, or call us on 01580 766279. Alternatively, you can also write to us at London Beach Hotel, Ashford Road, Tenterden, Kent, TN30 6HX.

Type of Data Collected

The type of data we collect can include the following:

- **Name and contact details** – We collect your first and last names, email address, postal address, phone number and any other relevant contact details
- **Demographic details** – We collect information about your age, gender and country
- **Relevant Medical information** – We collect information regarding any medical information that is necessary for the safe administration of treatments. Similarly, we collect medical information from Health Club members to ensure their safety and wellbeing.

Storing Data

All data is stored in secure locations, physical copies of members information is stored in a locked office. Physical copies of Ex-member details are shredded if they do not renew. Digital information is stored on isolated server, with passwords required to access information.

Sharing of Personal Data

No data collected by the London Beach Hotel and Spa will be sold or rented to third parties.

We may pass your information to our third-party service providers for the purposes of completing tasks and providing services to you on our behalf (for example, to send you mailings). Only the minimum information needed for the Third party to complete its designated task is provided. We have a signed contract in place that requires third parties to keep your information secure and not to use it for their own marketing purposes.

Email Mailing Lists: iContact – We use iContact for mailing lists, this includes sending information on special offers to individuals that have asked to be contacted about special offers. This is a US based company. <https://www.icontact.com>

Health Club Members Only: MyWellness – This is a service offered by Technogym, members have full control over what information is sent and stored. It helps Gym members monitor their exercise and book classes. Members can decide to use the app, they also can control what notifications they receive. Please note that turning off the email notification may affect the members booking of classes as the waiting list feature notifies you by email if a space is available. www.mywellness.com

The data that we collect from you will not be intentionally transferred to, or stored at, any destination outside the European Economic Area (“EEA”) with the exception the US company iContact, this is a system that we use for our mailing list. Given that the Internet is a global environment, using it to collect and process personal data necessarily involves the transmission of data on an international basis. This means for instance that data you pass to us may be processed outside the European Economic Area, although the data will always be held securely and in line with the requirements of UK data protection legislation. By communicating electronically with us, you acknowledge and agree to our processing of personal data in this way. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Preferences and Controlling Data

You have a choice about whether or not you wish to receive information from us. If you are not interested in receiving marketing information from us about the latest offers and news exclusive for you, you are able to unsubscribe from our mailing list at the bottom of any email you receive. Alternatively, you can ask at our reception to not receive information or request your email to be deleted.

We will not contact you by email, phone or text message unless you have given us your prior consent.

We like to make sure that all the information we hold about our customers is as up to date as possible. If there are any changes to your contact information please let us know and we will immediately update the out of date information. The London Beach sends a form to all members for renewal purposes every year to help keep the data accurate.

Subject access requests

The GDPR gives you various rights to the information we hold about you. Such rights can be exercised by you in accordance with the GDPR. In line with the regulation, all reasonable requests will be free of charge and processed within the permitted time period. To obtain a copy of the personal information we hold about you, please write to us at London Beach Hotel, Ashford Road, Tenterden, Kent, TN30 6HX.

Use of cookies

A cookie is a small piece of information sent by a web server to a web browser, which enables the server to collect information from the browser. We use cookies to identify you when you visit this website and to keep track of your browsing patterns and build up a demographic profile. Most browsers will allow you to turn off cookies. If you want to know how to do this please look at the menu on your browser, or look at the instruction on www.allaboutcookies.org. Please note however that turning off cookies will restrict your use of our website. By continuing to use this site you are agreeing to the use of cookies as detailed above.

Amendments

Please note that this privacy policy is subject to change from time to time. It was last reviewed and updated on 24th May 2018