

Merton Villa B&B Privacy Policy

Merton Villa B&B (otherwise referred to in this statement as "the Company", "we" or "us"), is committed to safeguarding your privacy. This privacy policy sets out how we will use your personal data.

1. Who are we?

We are Merton Villa B&B, registered in Wales.

2. What personal data is collected?

Most personal data will be collected directly through you entering our quote process. Whether or not you become a customer, we may ask you for (but not limited to) your:

- Title
- Name
- Current address
- Email address
- Mobile telephone number
- Home telephone number

You are free to withdraw your consent at any time. This may however, result in us not being able to do certain things for you.

3. What do we use your information for?

We will use your personal data to provide information on services requested or products ordered.

Data is collected and used on a lawful basis only which is outlined below.

Lawful basis	Purpose
To enter into a contract with you	To manage and perform the contract To ensure our records remain relevant
Our legitimate interest	For good governance, accounting, managing and auditing our business operations
Legal obligation	When you exercise your rights under data protection law and make requests For compliance with legal, regulatory requirements and related disclosures

4. Data retention period

We will retain your data whether you become a customer or not for:

- As long as necessary to deal with your query
- After your account has been closed or otherwise come to an end based on our legal and regulatory requirements

Holmes and Lloyd Limited Privacy Policy

5. Your rights under the General Data Protection Regulation (GDPR)

- The right to be informed
- The right of access
- The right of rectification
- The right of erasure
- The right to restrict processing
- The right to data portability
- The right to object

For details on how to amend your data with us, please refer to section 7.

6. Sharing your information

We will not sell, share, or rent your information to others. However, in the event of the sale of the Company or its assets, your personal details may be disclosed to the purchaser of the Company or the purchaser of its assets.

7. Reviewing, correcting or updating your personal data

If any of your details are recorded incorrectly and need to be changed, please contact us on 01604 404013 with details of the required changes and the reasons for the change. Proof of change of address may be needed.

Customer Services opening times are Monday to Friday 9.00am – 5:00pm

Alternatively, you can write to the Data Protection Officer (DPO) regarding accessing your personal data or any part of this privacy policy by writing to Holmes & Lloyd Ltd, 21 Ferndale Road, Northampton, NN3 2NR or emailing – richard@holmesandlloyd.co.uk

8. Changes to the Privacy Policy

Should our privacy policy change, we will notify you by email to your registered email address so you will always know what information we collect, how we use it and under what circumstances, if any, we disclose your personal data.

If we want to change the use of personal information we've already collected about you, we will notify you by email. It is then up to you to decide whether you will let us use your information in this way. We will use information in accordance with the privacy policy under which the information was collected unless you withdraw consent.