

## Flexford Ltd

### PRIVACY POLICY: HOW WE USE YOUR INFORMATION

One Warwick Park (“We”) a trading name of Flexford Ltd is committed to protecting your privacy. We take great care to ensure your information is kept safe and secure. For the purpose of the data protection law the data controller will be Flexford Ltd

This policy explains how we will collect, store, use and share your personal information.

#### **About us**

We are One Warwick Park a hotel, conference and events venue. We are part of the Markerstudy Group of companies. We can be contacted at:

One Warwick Park Hotel  
Tunbridge Wells  
TN2 5TA

#### **Explanation of some of the terms used**

**Data Controller** – means the person or entity which alone or jointly with others determines the purposes and means of the processing of personal data

**Data Protection Law** – the General Data Protection Regulation ((EU) 2016/679) and any national implementing laws, regulations and secondary legislation, as amended or updated from time to time, in the UK and then (ii) any successor legislation to the GDPR or the Data Protection Act 1998/2018.

**Markerstudy Group** – details of the Markerstudy Group can be found at [www.markerstudygroup.com/about-us](http://www.markerstudygroup.com/about-us)

**Sensitive Information** – this is also known as **Special Category Data** and includes information revealing, or about a person’s racial or ethnic origin, political opinions or trade union membership, religious or philosophical beliefs, health, sex life or sexual orientation, or genetic data and biometric data for the purpose of uniquely identifying a natural person. Information about criminal convictions is often included in this definition.

#### **Data Controllers**

For the purposes of the data protection law the data controller for the services we provide to you will be Flexford Ltd. We are registered with the ICO, registration number ZA187790

#### **Data Protection Officer**

We have appointed a Data Protection Officer to oversee our handling of personal information. Our Data Protection Officer can be reached at [dataprotection@markerstudy.com](mailto:dataprotection@markerstudy.com).

Please see the relevant section below for detailed information regarding how we process your information.

#### **Who do we collect information about?**

We collect information about the following types of individuals:

- Previous, current and prospective customers
- Guests attending conferences and events
- Users of the Markerstudy group websites including our website.
- Employees of the Markerstudy Group attending the MSG Learning Centre

- Suppliers, Contractors, performers (whether hired directly by us or a conference/event organiser)
- Volunteers & individuals on work experience

### Children

Our websites and our services are not intended for children and we do not intentionally solicit or collect personal information from individuals under the age of 13. If we are notified or otherwise discover that a minor's personal information has been improperly collected, we will take all commercially reasonable steps to delete that information.

### **When do we collect information about you?**

We collect information about you:

- When you (or a third party) contacts us (by phone, email, through our website or otherwise). For example you contact us to make a reservation or organise an event A third party could include a conference or event organiser (whether professional or individual);
- When you complete surveys, fill in forms, participate in competitions;
- When you submit your opinions, experiences and attitudes about us and the conferences and events you have attended at One Warwick Park;
- When you use our website: to register or subscribe to our services, place an order, participate in discussion boards or other social media functions on our website, leave any query or correspondence on our website, enter a competition, promotion or survey or when you report a problem with our website or any other activity undertaken with the Markerstudy group;
- From third parties who are involved with the service you are looking to buy, for example you may have given your details to a supplier at a wedding fare and consented for them to pass your details on to us;
- When you attend a conference or event or attend the MSG Learning Centre;
- From our CCTV or Facial Recognition Systems;
- From Advertising networks such as Bridal Websites, Tourist Information Board and Trade Associations
- When you contact us to make a complaint;
- As part of a Tenancy Agreement;
- For reporting of Incidents & Accidents.

### **What information do we collect about you?**

The personal information that we collect will depend on your relationship with us. We will collect different information depending on whether you are a customer, guest at a conference or event, website user or third party.

If you provide personal information to us about other individuals you agree: (a) to inform the individual about the content of this Privacy Policy; and (b) to obtain any consent where we indicate that it is required for the processing of that individual's personal data in accordance with this Privacy Policy.

Please see below for detailed information regarding the types of personal information we are likely to collect and use about you:

### Personal Information

- General information such as your name, address, email address, nationality, car registration and phone number.
- Photos (only with your written permission)
- Financial information such as credit card information and bank details
- Information such as stay and room preferences made during the course of your reservation such as your preferred room type and specific requests to the hotel.

- We may collect information when you use our website including data that allows us to monitor your preferences and how you use our website. This helps us to organise our website content in order to improve your experience. The information we collect includes:
  - details of transactions you carry out through our website.
  - information that you provide by filling in forms on our website even if those forms are not submitted.
  - technical information, including the Internet protocol (IP) address used to connect your device to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform.
  - information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our website (including date and time).
  - Services you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.
- We may use cookies to collect information about how our website is used. Please see our [cookies policy] for more information about our use of cookies.

#### Sensitive Personal Information

- Details about your health but only if this information is pertinent to fulfilling the services provided by us, for example special dietary requirements or ensuring adequate access to facilities/venue;
- We do not actively request details about your race and/or ethnicity but may be recorded if it is captured during the course of the service provision, for example CCTV footage;
- We do not actively request details about your political opinions, religious or philosophical beliefs or trade union membership but this information may be recorded if it is provided by you (or a third party) or is apparent as part of the service provision, for example as part of wedding ceremony;
- We do not actively request details concerning your sex life and/or sexual orientation but this information may be recorded if it is provided by you (or a third party) or is apparent as part of the service provision, for example a wedding ceremony for a same sex couple.

#### **How do we collect your information?**

We collect personal information from a number of different sources including:

- Directly from you or from someone else on your behalf.
- From the conference or event organiser
- From third parties (including business partners, suppliers, advertising networks, analytics providers, search information providers).
- Other publically available sources, including, but not limited to, social media
- From your employer/ place of Education (If applicable)

#### **Use of our WiFi Service**

When you use the One Warwick Park's WI-FI service we may collect and process certain additional information.

#### What information we collect

- Registration and User-Provided Information: When you register to use our Wi-Fi, we may collect personal information about you. You may also provide us with personal information about you in various ways when you use the Wi-Fi, for example, when you send us customer service-related requests.
- Device Identifiers. In the course of providing the WiFi we may automatically collect a device identifier (such as your IP address, MAC Address or other unique identifier) for the computer, mobile device, technology or other device you use to access the Wi-Fi. A device identifier is a number that is automatically assigned to your device when you access the Wi-Fi, and we may identify your device by its device identifier. When you use the Wi-Fi, we may view your device

identifier and use this information to enhance our service. We may associate your device identifier with other information about you.

- **Other device information:** We may also automatically record certain information from your device including, device type, the web pages, apps or sites that you visit, and the dates and times that you visit, access, or use the Wi-Fi. While generally this information is anonymous and/or aggregated, this information may be associated with your stay with us, other information or persistent identifiers. This data helps us to manage our networks and provides us with information about the use of the Wi-Fi. We do not, however, collect and process the contents of email communications or other electronic communications you send or receive when using the Wi-Fi.

#### How we Use the Information we collect.

We use personal information only for the purposes described in this Policy, except if otherwise disclosed to you at the time the data is collected or further authorized by law or by you.

We use the personal information that we collect through the Wi-Fi to operate, maintain, enhance and provide all features of the service, to provide services and information that you request, to respond to comments and questions and to provide support to users.

We use the personal information that we collect through the Wi-Fi to understand and analyze the usage trends and preferences of our users, to improve the Wi-Fi service, and to develop new products, services, features, and functionality. If you provide your contact information we may send you personalized offers based on your web usage and location. You can opt-out of receiving these offers when signing in to use the Wi-Fi service or at any time using the 'unsubscribe' option. Please see 'What marketing activities do we carry out?' section below.

#### **What are the purposes for which information about you is used?**

We may process your information for a number of different purposes. For each purpose we must have a legal ground for such processing. When the information that we process is classed as sensitive personal information, we must have an additional legal ground for such processing.

We collect and use your personal data in order to enter into, administer and manage your visit(s) including managing and performing the underlying contract with you.

<p><b>a) We collect and use your personal data to enable us to enter into, administer and manage any hospitality bookings, conferences, events or arrangements including the underlying contractual arrangements between us or the third party.</b></p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

*Legal grounds:*

- Our having an appropriate business need to use your information to provide the contracted services which does not overly prejudice you.

*Additional legal ground for sensitive personal information:*

- Either because you have provided us with your explicit consent or because the use is necessary in order for us to establish, exercise or defend our legal rights

<p><b>b) To enable you to undertake volunteering/ work experience</b></p>
---------------------------------------------------------------------------

*Legal grounds:*

- Our having an appropriate business need to use your information to provide the contracted services which does not overly prejudice you.

<p><b>c) As part of managing a tenancy agreement</b></p>
----------------------------------------------------------

*Legal grounds:*

<ul style="list-style-type: none"> <li>• Our having an appropriate business need to use your information to provide the contracted services which does not overly prejudice you.</li> </ul>
<p><b>d) Complying with our legal or regulatory obligations e.g. reporting of accidents to Health &amp; Safety or as part of police investigations</b></p> <p><i>Legal grounds:</i></p> <ul style="list-style-type: none"> <li>• The use is necessary in order for us to comply with our legal obligations</li> <li>• The use is necessary in order for us to establish, exercise or defend our legal rights</li> </ul> <p><i>Additional legal ground for sensitive personal information:</i></p> <ul style="list-style-type: none"> <li>• Either because you have provided us with your explicit consent or because the use is necessary in order for us to establish, exercise or defend our legal rights</li> </ul>
<p><b>e) To transfer to third parties for the purpose of providing you with the services required under the contract or other services which you have elected to receive from us in connection with the contract.</b></p> <p><i>Legal grounds:</i></p> <ul style="list-style-type: none"> <li>• Our providing the contracted services</li> </ul> <p><i>Additional legal ground for sensitive personal information:</i></p> <ul style="list-style-type: none"> <li>• because you have provided us with your explicit consent.</li> </ul>
<p><b>f) To keep you informed of special offers and send newsletters</b></p> <p><i>Legal grounds:</i></p> <ul style="list-style-type: none"> <li>• Our having legitimate interests to use your information in order to promote our services which does not overly prejudice you</li> <li>• You have provided your explicit consent which can be withdrawn at any time.</li> </ul>
<p><b>g) Communicating with you and resolving any complaints that you might have</b></p> <p><i>Legal grounds:</i></p> <ul style="list-style-type: none"> <li>• Our providing the contracted services</li> <li>• Our having an appropriate business need to use your information to manage and respond to complaints which does not overly prejudice you</li> </ul> <p><i>Additional legal ground for sensitive personal information:</i></p> <ul style="list-style-type: none"> <li>• Either because you have provided us with your explicit consent or, because the use is necessary in order for us to establish, exercise or defend our legal rights</li> </ul>
<p><b>h) Recover outstanding payments</b></p> <p><i>Legal grounds:</i></p> <ul style="list-style-type: none"> <li>• Our having an appropriate business need to use your information in order to recover debts which does not overly prejudice you</li> </ul> <p><i>Additional legal ground for sensitive personal information:</i></p> <ul style="list-style-type: none"> <li>• The use is necessary in order for us to establish, exercise or defend our legal rights</li> </ul>
<p><b>i) To measure the effectiveness of our advertising</b></p> <p><i>Legal grounds:</i></p> <ul style="list-style-type: none"> <li>• Our having an appropriate business need to use your information to ensure our advertising is effective which does not overly prejudice you</li> </ul>

**j) To notify you about changes to our services or products**

*Legal grounds:*

- Our having an appropriate business need to use your information to keep our customers up to date with changes to our products or services which does not overly prejudice you.

**k) To administer our websites and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes**

*Legal grounds:*

- Our having an appropriate business need to use your information to maintain our websites which does not overly prejudice you.

**g) To transfer within the Markerstudy Group or to third parties for the purpose of conducting internet analytics.**

*Legal grounds:*

- Our having an appropriate business need to use your information to maintain our websites and undertake website analytics which does not overly prejudice you.

CCTV Usage

Please note that we use CCTV and surveillance cameras which capture personal data about visitors to our sites. We use such surveillance to help monitor the health, safety and security of our visitors, guests and staff whilst on our sites.

**Who do we share the information we collect about you with?**

***Sharing within our Markerstudy Group***

We may share your information within the Markerstudy Group for the following reasons:

- Where you have given your explicit consent, for marketing purposes;
- To administer our websites and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes
- To improve our website, including as part of our efforts to keep our website safe and secure
- For legal, financial reporting and regulatory purposes.

***Sharing with third parties***

We may also share your information with selected third parties, in order to offer services to you or to perform any necessary functions on our behalf. This may include:

- Your relatives, executors or, guardians (on your behalf where you are incapacitated or unable)
- Business partners for example Account Manager, Booking.com, Event Brite, Book It Bee and Open Table
- Suppliers
- Conference or Event Organisers
- Registry Office and other local religious organisations
- Statutory Bodies
- Clubs or groups that you have elected to join

Disclosure of your personal information to a third party outside of the Markerstudy Group will only be made where the third party has agreed to keep your information strictly confidential and shall only be used for the specific purpose for which we provide it to them.

We may also share your information with:

- Search engine operators who can assist us in the improvement of our website.
- Prospective buyers, in the event that we sell any business or assets.
- Legal Advisors, Regulators and other authorised bodies, whenever we are required to do so by law.
- We believe that such disclosure is necessary in order to assist in the prevention or detection of any criminal action (including fraud) or is otherwise in the overriding public interest.

### **What is our approach to sending information overseas?**

We do not send your data outside the European Economic Area (EEA) for processing and storage.

### **How long do we keep personal information for?**

#### *Legal and Contractual Data*

As a general rule we will keep data relating to our contractual and legal relationships and dealings with our customers, visitors, suppliers and contractors for a period of 7 years after that relationship has come to an end unless there is a good reason under our General Criteria to apply a different period.

#### *CCTV Data*

As a general rule we will keep CCTV data for a period of 30 days unless there is a good reason under our General Criteria to apply a different period.

#### *General Criteria*

We may apply different retention periods where it is appropriate and proportionate under data protection laws to do so. As examples this could include situations where:

- There is an ongoing legal requirement to retain data;
- There is an ongoing contractual requirement to retain data;
- There is an ongoing request under UK data protection laws in respect of the data;
- We have determined that it is appropriate and proportionate to delete the data earlier than the above retention periods;
- We are deleting the data sooner in accordance with a request under data protection laws.

### **Automated decision making**

We do not carry out automated decision making

### **What marketing activities do we carry out?**

We may send you information about our products and services. We may send this information to you directly or via third parties such as search engine operators and marketing companies contracted by us.

We will only contact you with such information about goods and services similar to those which were the subject of a previous arrangement that we had in place with you.

You may opt out of receiving marketing communications from us at any time.

If you no longer wish to be contacted for marketing purposes, please send an email to: [dataprotection@markerstudy.com](mailto:dataprotection@markerstudy.com) or contact us at: Data Protection Officer, 45 Westerham Road, Sevenoaks, Kent TN13 2QB. or click the unsubscribe link on any email you receive from us.

## **Marketing to young people**

We won't send marketing emails, letters or make calls to people under the age of 13. We will not profile anyone under the age of 18.

## **Your rights**

Under data protection law you have certain rights in relation to the personal information that we hold about you. You may exercise these rights at any time by contacting us using the details set out in the "How to Contact Us" section of this Privacy Policy.

Please note that in some cases we may not be able to comply with your request (e.g. we might not be able to delete your data) for reasons such as our own obligations to comply with other legal or regulatory requirements. However, we will always respond to any request you make and if we can't comply with your request, we will tell you why.

Your rights include:

### **The right to access your personal information**

You have the right to access a copy of the personal information we hold about you and certain details of how we use it. There will not usually be a charge for dealing with these requests.

If you would like access to such information, please write to us at Data Protection Officer, 45 Westerham Road, Sevenoaks, Kent TN13 2QB. Alternatively, where you have made the request by electronic means, the information will be provided to you by electronic means where possible.

### **The right to rectification**

We take reasonable steps to ensure that the personal information we hold about you is accurate and up to date. However, if you do not believe this is the case, you can ask us to update or amend it.

### **The right to erasure**

In certain circumstances, you may ask us to erase your personal information.

### **The right to restriction of processing**

In certain circumstances, you are entitled to ask us to stop using your personal information.

### **The right to data portability**

In certain circumstances, you have the right to ask that we transfer any personal information that you have provided to us to another third party of your choice.

### **The right to object to marketing**

You can ask us to stop sending you marketing messages at any time.

### **The right not to be subject to automated decision-making (including profiling)**

You have a right not to be subject to a decision based solely on automated means. Please note that personal information including sensitive personal information may be used in the context of auto-renewal of certain types of policies which involves automated decision making to determine what the cost of renewing the policy will be. We will ask you when you purchase your policy if you would like to opt in to auto-renewal. However, even if you opted in at this point, you have the right to opt out at any point.



### **The right to withdraw consent**

For certain uses of your personal information, we will ask for your consent. Where we do this, you have the right to withdraw your consent to further use of your personal information.

### **The right to lodge a complaint with the ICO**

You have a right to complain to the Information Commissioner's Office (ICO) if you believe that any use of your personal information by us is in breach of applicable data protection laws and regulations.

More information can be found on the ICO's website at: [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns).

Making a complaint will not affect any other legal rights or remedies that you have.

### **How we protect your information**

We will treat all of your information in strict confidence and we will endeavour to take all reasonable steps to keep your personal information secure once it has been transferred to our systems. We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of your personal information, and data stored on our IT systems, the website(s) and associated databases

### **Changes to our Privacy Policy**

We keep our Privacy Policy under review and it is updated periodically. For example, those changes may be due to government regulation, new technologies, or other developments in data protection laws or privacy generally. You should check our website periodically to view the most up-to-date Privacy Policy.

This Privacy Policy was last updated on: 17<sup>th</sup> July 2018.

### **How to Contact Us**

Please contact us if you have any questions about our Privacy Policy or information we hold about you by email to [dataprotection@markerstudy.com](mailto:dataprotection@markerstudy.com) or write to: Data Protection Officer, 45 Westerham Road, Sevenoaks, Kent TN13 2QB.

### **Other websites**

Our website may contain links to other websites. This Privacy Policy only applies to our own website so when you link to other websites you should read their own privacy policies. If this policy conflicts with any written contract that we have with you then the written contract shall take precedence.

### **Complaints**

If you have a complaint about how we use your information then please contact us at: Data Protection Officer, 45 Westerham Road, Sevenoaks, Kent TN13 2QB.

If you have a complaint about the way in which your data has been processed, you can contact the ICO at: [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns).