

Privacy Policy

Huddersfield Central Ltd. understands that customers care about the use and storage of their personal information and data and we value your trust in allowing us to do this in a careful and sensible manner.

We have created this privacy policy statement in order to demonstrate our commitment to the privacy of our customers. By using Huddersfield Central Lodge Hotel, our websites (including our mobile site), our telephone reservations line and any other Huddersfield Central Ltd. service, you are consenting and agreeing to the practices outlined in this statement. Huddersfield Central Ltd. will always handle information in compliance with the Data Protection Act (1998).

1. Collection of data and use of your personal information

We collect your data and personal information in the following ways:

- On our website when you make or manage a booking; use the 'Contact us' forms for an enquiry; request a brochure; apply for a vacancy; email sign up, enquire about or apply for a Corporate Account.
- In our Reservations department from your correspondence
- By telephone when speaking to a receptionist
- In the hotel when you register at reception

We may collect the following information about you:

- Contact details including title, name, postal and email addresses, postcode, contact telephone numbers;
- Business information, such as employer details and job title, particularly from our corporate customers;
- Transaction information, including payment and reservation and booking details;
- Demographic information;
- Customer communication preferences;
- Customer feedback; and
- Computer or device information (e.g. your IP address and operating system).

Where you book accommodation for other people, we may ask you to provide the above information about them (e.g. we will usually ask for the title, first name and surname, e-mail address and nationality of a person for each room that you book for identification purposes). You should only provide us with information about other people if you have their permission to do so.

We use your data and personal information in the following ways:

- To continually improve your customer experience. We use the information to process bookings and payments, communicate with you about bookings, products, services and promotional offers, update our records, and recommend products and services that might be

of interest to you. We may also contact you to ask about your experience using our hotel and services as part of a continual programme of customer service improvement.

- To improve our websites, prevent or detect fraud or abuses of our websites and enable third parties to carry out technical, logistical or other functions on our behalf.
- To provide you with requested information or correspondence, such as a response from us to an enquiry made by you.
- To send you details of your new, amended or cancelled booking - usually via email
- To contact you in the event of a change that affects your booking or any data or personal information you have provided us with, such as changes to terms and conditions of booking or this privacy policy.
- With your permission, your contact details may be used to supply information to you by telephone, email or post, about our company. and to send you occasional promotional material, such as information about special offers which we think you might find valuable. If you do not agree to receive this information, you may opt out from receiving future information at any time; see the opt out section of this policy.

2. Non-disclosure to third parties

The information and data we collect is important for Huddersfield Central Ltd. and we would not want to share this with anyone else. Unless we have your express consent, we will never disclose, rent, trade or sell your personal data to any third parties for their marketing or mailing purposes.

In the event that Huddersfield Central Ltd. or any part of its business is sold to or integrated with another business, Huddersfield Central Ltd. may disclose your personal information to the new owners (and their professional advisers on the transaction) to be used by the new owners and their group of companies in the same ways as set out in this Privacy Policy, including to continue providing you with the same services and marketing information services as are currently provided by Huddersfield Central Ltd.

3. Security of your information

We follow strict security procedures in the storage and disclosure of information which you have given us. This is to prevent unauthorised access or unlawful processing of your personal information.

Where necessary, and in common with other websites and apps, we use SSL (Secure Sockets Layer) encryption to ensure that personal information provided to us is not visible to anybody else when in transit between your computer and our servers. You can tell when SSL is in use by the presence of a small "padlock" symbol in the status bar of your web browser.

However, the transmission of information via the internet is not completely secure. We cannot guarantee the security of your data transmitted to our site: any transmission is at your risk. Once we have received your information, we will handle it in accordance with our usual practices.

4. Your consent

By using our website you consent to the collection, storage and processing of your personal information by us in the manner set out in this privacy policy. Should we change our privacy

policy, we will post the changes on this website so that you are always aware of what information we collect, how we use and under what circumstances we disclose it.

5. Opt out / Data quality / Access

We will always ask your permission before sending you email marketing information. This ensures you only receive information that you have given us permission to send and are willing to receive.

We provide you with the ability to control whether or not to receive email marketing from us. On promotional emails we always provide an 'unsubscribe' link at the bottom of the email which will unsubscribe you from that service.

If you wish to opt out with respect to more than one email address, you must complete a separate request for each email address.

Please note it is not possible to 'opt-out' of receiving communication from us which relate to your bookings. This ensures we can always contact you in the event of a circumstance that affects your stay with us.

We might receive information about you from other sources, such as the Mail Preference Service, and add it to our account information. This ensures that the quality of data we have on your account(s) is maintained properly.

For the purposes of the Data Protection Act (1998), the controller of all information collected on this website is:

Huddersfield Central Ltd
Company Secretary – The Data Controller
11-15 Beast Market
Huddersfield
West Yorkshire
HD1 1QF

If you wish to view, delete or amend any of the information we hold on you, this can be done by contacting us in writing at the address provided above. We will not charge for amending or deleting personal information, but may charge for viewing information held on you as specified in the Data Protection Act (1998).