



Inns of Distinction Privacy Policy

At Inns of Distinction we value your privacy and so want to be open and clear about the data we collect, how we then use that data and your ability to control the data that we hold. We respect your personal data and will never sell it to any third party. This privacy policy sets forth this information, if you have any further questions regarding our policy please contact us at office@innsfordistinction.co.uk

Our marketing activity

Our marketing activity is by digital media and not by phone call, either live or recorded. Marketing will consist of emails relating to our Loyalty Club such as event information and members only offers. We only send marketing relating to ourselves and related offers we feel will be of interest to you. We undertake to send only a reasonable number of marketing emails to our members and you are welcome to unsubscribe from our mailing list at anytime by emailing your request to office@innsfordistinction.co.uk.

If specific consent from our guests to be added to our list is not received then their personal data will not be added. However they will still have access to the discounts available to them by use of the card.

We may also contact previous guests with information on upcoming events such as ones they may have attended in the past, if you do not wish to receive such updates, please unsubscribe via the link above.

Data information

Inns of Distinction undertake to only collect and store relevant personal information, specifically your name, email address and contact consent obtained. We will not keep irrelevant information and you retain the right to enquire what personal data we record and the right to request the removal of your data from our records at any time.

We use Mail Chimp as our data processor which is the only third party with which we will share your data. Mail Chimp and any emails sent to you from them on our behalf are fully GDPR compliant with updated data consent and usage regulations. You can view Mail Chimp's policies here

<https://kb.mailchimp.com/accounts/management/about-the-general-data-protection-regulation>

Data sources

Inns of Distinction collect your personal data from your opt in to our data list via Mail Chimp or from a physical application form collected from one of our sites. The data collected by Mail Chimp is stored compliantly relating to GDPR. The data collected via application form is then uploaded to Mail Chimp and the original document stored securely at our office. This document will be physically destroyed if you wish to opt out of our list.

Suppression list

If you choose to opt out and unsubscribe from our list your personal data will be transferred to a suppression list administered by Mail Chimp. The content of this list will never be used for any marketing purposes unless you choose to opt in to our list again.

Clarity

Inns of Distinction will always clearly display that our emails come from us. If you receive any email purporting to be from us but that appears suspicious please contact us for clarification before opening.

Data maintenance

Inns of Distinction undertake to record your data as accurately as possible. If you have any concerns over accuracy of the data stored or any complaint regarding data storage please contact us at office@innsofdistinction.co.uk

We will take all reasonable steps both technical and organisational to protect your personal data.

Inns of Distinction value our guests and respect the data we are entrusted with. We are happy to comply with the General Data Protection Regulation ("GDPR") as enforced by the Information Commissioner's Office ("ICO")

If you have any queries regarding GDPR or our privacy policy please contact us at office@innsofdistinction.co.uk