

# Bournehurst Park Village Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from [www.bournehurst.co.uk](http://www.bournehurst.co.uk) (the "Site").

## PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies, via Google Analytics:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, read our Cookies Policy, or visit <http://www.allaboutcookies.org>.
- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.
- When you fill in a form on the site, we collect certain information from you, including your name, address, email address and enquiry information. We refer to this information as "Form Information."
- When you request to join our mailing list you are automatically added to a mailing list which is hosted by a third-party software, Mailchimp. We use this third-party software to send occasional updates about Bournehurst but you have the right to be removed from this list at any point and will only be added to the list if you explicitly give us consent to add you to it.

When we talk about "Personal Information" in this Privacy Policy, we are talking both about Device Information and Form Information.

## HOW DO WE USE YOUR PERSONAL INFORMATION?

We will contact you via our mailing list to provide you with information or advertising relating to our products or services.

We keep data from Google Analytics to improve the experience of the site for you. We can mask this data if requested.

If you make an enquiry about a property, we keep your data on a secure spreadsheet and kept or as long as is necessary to ensure we have all the relevant details on you should you make another enquiry.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

## **SHARING YOUR PERSONAL INFORMATION**

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use mailchimp to send out newsletters, you can read more about mailchimp's privacy policy here: <https://mailchimp.com/legal/privacy/> . We also use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

We also use targeted facebook advertising. To opt-out of this, visit: <https://www.facebook.com/settings/?tab=ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

## **YOUR RIGHTS**

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfil contracts we might have with you, or otherwise to pursue our legitimate business interests listed above.

## **DATA RETENTION**

We will retain the data from the site for no longer than 90 days. Enquiries about properties will be kept for longer unless you exercise your right to be forgotten. We will keep the enquiries for 6 years after the end of the year in which any services have ceased.

## **DISCLOSURE**

We may share personal data with third parties as is necessary in the provision of our services. In respect of all disclosures of personal data, we will only share the personal information which is necessary for the particular purpose for which it is provided, or where we have another legitimate interest in doing so, and we will ensure that the personal data is appropriately protected.

## **LINKS FROM THE SITE**

Our website may, from time to time, contain links to and from the websites of third parties that we permit to make such links. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. We recommend that you check these policies before you submit any personal data to these websites.

## **CHANGES TO THIS POLICY**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

## **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [hello@bournehurst.co.uk](mailto:hello@bournehurst.co.uk) or by mail using the details provided below:

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