

Any information you provide about yourself to Malvern Hills Hotel only be used in accordance with our Privacy Policy Statement, detailed below.

We collect information from you for a number of reasons, for example: • To provide personalised services for our individual users. • To enable us to send out editorial content that you've requested. • To enable us to send out promotions in which we think you will be interested. • To help us to improve the services we offer.

### **Our Aims**

1. We are fully committed to protecting your privacy and will respect your privacy in terms of email.
2. We will not collect personally identifying information except with your specific knowledge and consent.
3. We will work with our suppliers to ensure that your data is protected with high quality, reliable and secure technology. Our technology partners invest in high-quality security and work hard to protect your privacy.
4. We follow strict security procedures set out in UK Data Protection Legislation in respect of the storage and disclosure of information given by you via our websites, your mobile or via any other media.

### **Data Protection Act**

We will ensure that all personal information supplied is held securely in accordance with the Data Protection Act 1998 and its relevant subordinate legislation and we will comply with the principles set out in that Act. When you supply any personal information to us we will meet our legal obligations towards you in the way that we deal with that information. In accordance with the data protection principles we have to collect the information fairly and to let you know how we will use it and whether we will pass the information on to anyone else. We will not supply your personal information to third parties without your express prior consent or where required by law. We will ensure that any information will be held only as long as is necessary to ensure that our service runs smoothly. We use up to date industry procedures to keep personal data as safe and secure as possible and to protect against loss, unauthorised disclosure or access.

### **Use of Information**

Where you have submitted personal information about yourself we may from time to time provide you by e-mail, mail, text or otherwise with an update of information about our services. You may "opt out" by clicking on unsubscribe links provided in subsequent communications.

Sometimes you will provide us with data that doesn't reveal your personal identity. We may use this sort of information for editorial marketing and promotion purposes and occasionally for other purposes.

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