

privacy policy, cookies & your browsing experience

Version | May 2012

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Garden Park Guest House Privacy Policy

This privacy policy sets out how Garden Park Guest House uses and protects any information that you give Garden Park Guest House when you use this website, when you contact us by telephone, or when we carry out business on a face to face level.

Garden Park Guest House is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, or in an email or over the phone, you can be assured that it will only be used in accordance with this privacy statement.

Garden House Guest House may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from May 2012.

What information we collect

We may collect the following information:

- name
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

What do we do with the information we collect

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online, over the telephone or in person.

Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

How we use cookies

We use traffic log cookies to identify which pages are being used. This helps us analyze data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. We will be using Google Analytics to collate this information.

<http://www.google.com/intl/en/policies/privacy/>

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

If you would like more information about cookies and how to manage them then please visit <http://www.aboutcookies.org> and if you would like to disable cookies completely then please visit <http://www.allaboutcookies.org/manage-cookies> where you will find a list of browsers available, choose your particular browser in order to adjust your settings.

Cookie Audit

We have carried out a cookie audit on our website garden-park.co.uk and the following is a list of the cookies used when you browse our website:

Google.com _utma/_utmb/_utmc/_utmz

These are all cookies used by Google, they provide us with anonymous data about the use of the website. The data collected is part of our marketing. This information helps us to improve our website.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

We have listed the following privacy policies from the companies that we use, and also more of an indication of why we use them:

Google | <http://www.google.co.uk/policies/privacy/> Google Analytics is the core of our business, even more so than other websites as we provide SEO and Internet marketing services. If we can't see what you do and how you do it on our website then we are unable to carry out our work. However, as stated before, this information is anonymous, we don't know who you are.

Twitter Integration | <https://twitter.com/privacy> we have a link to our Twitter page. This doesn't generate a cookie but in the interest of clarity our Facebook statistics will show that a visitor (that's you) has come to our Twitter profile from our website. We have no idea who you are, just that you clicked to look at us.

JotForm | <http://www.jotform.com/privacy/> this is the company that provides the code on our contact page to display our contact form. JotForm doesn't use cookies, and the information you give to us through this form is never shared.

Controlling your personal information

If you fill in a contact form or follow us on Twitter we hold that information in our database. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to:

Garden Park Guest House
Woodside Avenue
Grantown on Spey
Morayshire
PH26 3JN

01479 873235 | relax@garden-park.co.uk

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.