

# Whitehall Dairy Privacy Policy

## **Our contact details**

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## **The type of personal information we collect**

We currently collect and process the following information:

- Name
- Address
- Email address
- Age
- Phone number
- Bank account information

## **How we get the personal information and why we have it**

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Enquiring about or booking a holiday rental with us

We also receive personal information indirectly, from the following sources in the following scenarios:

- Third party booking agents

We use the information that you have given us in order to:

- Make bookings
- Answer enquiries

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

**(a) Your consent. You are able to remove your consent at any time. You can do this by contacting [info@whitehalldairy.com](mailto:info@whitehalldairy.com)**

**(b) We have a contractual obligation.**

## **How we store your personal information**

Your information is securely stored in Google for Business services.

We keep the types of personal information detailed above for three years. We will then dispose of your information by deleting emails and documents as necessary.

## **Your data protection rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [info@whitehalldairy.com](mailto:info@whitehalldairy.com) if you wish to make a request.

## **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at [info@whitehalldairy.com](mailto:info@whitehalldairy.com).

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>