

## Privacy Policy – May 2018

Escape is the trading name of Escape Holiday Ventures Ltd (Escape HV Ltd) Hereafter 'we' refers to Escape HV Ltd

For purposes of the General Data Protection Regulation (GDPR) (EU) 2016/679, Escape is the "data controller". And the "data officer" is Rebecca Wilson, Director.

All personal Data is stored securely in accordance with the principles of the General Data Protection Regulation (GDPR) (EU) 2016/679 and will only be shared with any third parties required in order to complete your booking and unless obliged or permitted by law to do so.

### How and why we collect data

We collect data in order to provide the best possible service and experience, this enables us to improve our products and services but also for record keeping purposes.

- When browsing the website, we automatically collect the following.
  - o IP address
  - o Operating systems
  - o A list of URL's starting with a referring site, your activity on this website, and the site you exit to
  
- When you make a booking we will take detailed information to complete your booking effectively, this will include: name, address, contact number, email address and limited information about the rest of your party.
  - o We use Bookalet to manage and hold this information, you can view their privacy policy here: <https://www.bookalet.co.uk/privacy>  
Only the Escape booking team have access to this information in order to fulfil your booking.
  - o Printed copies of basic booking information is kept for 7 years for legal and accounting purposes. This information is kept in secure units and will be destroyed after the 7 year period.
  
- When you sign up to our newsletter we will take your email address and name so we can keep you in the loop with regular newsletters, updates and offers sent to you via email.
  - o This information is collected via Mailchimp, you can read their privacy policy here: <https://mailchimp.com/legal/privacy/>
  
- Direct message enquiries from the website
  - o If you contact the Escape team with an enquiry via the 'Say Hello' message board, we will take your name, email and phone number so that we can respond to your enquiry effectively.

### Cookies

Cookies are used to improve your experience while using the Escape HV Ltd website.

Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. You may, if you wish, deny consent to the placing of

Cookies; however certain features of the Website may not function fully or as intended. The following may be used:

- **Analytical/performance cookies:** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Targeting cookies:** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

You can choose to enable or disable Cookies in your Internet browser. By default, most Internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your Internet browser.

You can choose to delete Cookies at any time; however, you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.

It is recommended that you ensure that your Internet browser is up-to-date and that you consult the help and guidance provided by the developer of your Internet browser if you are unsure about adjusting your privacy settings.

All Cookies used by this Website are used in accordance with current UK and EU Cookie Law

### **Third party websites and services**

1. Escape HV Ltd may, from time to time, employ the services of other parties for dealing with certain processes necessary for the operation of the Website. The providers of such services have access to certain personal Data provided by Users of this Website.
2. Any Data used by such parties is used only to the extent required by them to perform the services that we request. Any use for other purposes is strictly prohibited. Furthermore, any Data that is processed by third parties will be processed within the terms of this privacy policy and in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679.
3. The following third party tools/providers are being used on [www.escape-uk.co](http://www.escape-uk.co):
  - Google Analytics, Google AdWords, Google Tag Manager, Facebook Pixel, Hotjar, MailChimp, AddThis, WordPress, Tubular Widget.

### **Links to other websites**

This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them

## **General**

You have the right to:

- Request your data – this will only be provided once your identity has been proved.
- Restrict the data we hold
- Request your data is deleted
  - o Data from the Bookalet engine can be deleted in full and cannot be returned.

We endeavour to do our best to protect your personal Data. However, transmission of information over the Internet is not entirely secure and is done at your own risk. We cannot ensure the security of your Data transmitted to the Website. Should we become aware of any data breaches that may put your data at risk, we will contact you immediately.

Escape HV Ltd reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the privacy policy on your first use of the Website following the alterations.

You may contact Escape HV Ltd by email at [hello@escape-uk.co](mailto:hello@escape-uk.co)

10<sup>th</sup> January 2018