Low House Business Centre, Windermere, Cumbria, LA23 3NA

PRIVACY POLICY

Matson Ground Estate Company Ltd (“**we**”, “**us**”, or“**our**”) is committed to protecting your personal information and your right to privacy when you visit our websites (the "**websites**")
www.matsonground.co.uk/
birkdalewindermere.co.uk/
or use any of our services (the "**services**").

This privacy notice applies to all information collected, as well as any related services, marketing, or events.

1. WHAT INFORMATION DO WE COLLECT AND HOW DO WE COLLECT IT?

Personal information you disclose to us

We collect personal information that you voluntarily provide to us when you use our services.

- names
- phone numbers
- email addresses
- mailing addresses
- emergency contact details.

Information automatically collected

We automatically collect certain information when you visit, use, or navigate the website. This information does not reveal your specific identity (such as your name or contact information) but is needed to maintain the security and operation of our website, and for our internal analytics and reporting purposes.

Other information we collect

Details to enable payment of your holiday booking are collected securely through Opayo. We do not store credit card information and Matson Ground Estate Company is PCIDSS compliant.

Like many businesses, we also collect information through cookies and similar technologies.

Do we collect information from minors?

We do not knowingly collect data from or market to children under 18 years of age. By using the website, you represent that you are at least 18 years of age . If you become aware of any data we may have collected from children under the age of 18, please contact office@matsonground.co.uk

2. HOW DO WE USE YOUR INFORMATION?

We use personal information collected via our Website for a variety of business purposes described below. We process your personal information for these purposes as legitimate business interests, to enter or perform a contract with you, with your consent, and/or for compliance with our legal obligations.

- **To post testimonials and request feedback.** We post testimonials on our Website that may contain personal information. This is mostly in relation to our holiday cottages, By submitting a testimonial, you consent to its use.
- **To send administrative information to you.** We use your personal information to send you information about changes to our terms, conditions, and policies.
- **To protect our Services.** We may use your information as part of our efforts to keep our Website safe and secure (for example, for fraud monitoring and prevention).

- **To enforce our terms, conditions and policies for business purposes, to comply with legal and regulatory requirements.**
- **To respond to legal requests and prevent harm.** If we receive a legal request, we may need to inspect the data we hold to determine how to respond.
- **Fulfil and manage your payments.** We use your information to fulfil and manage your payments or cancellations made through our online booking system, Supercontrol.
- **To send you marketing and promotional communications.** We may use your information when you sign up to our monthly newsletters (Matson Ground Holiday Cottages OR Birkdale House). You can opt-out of our marketing emails at any time (see section 9)
- **To respond to user enquiries/offer support to users.** We use your information to respond to your enquiries and solve any potential issues you might have with the use of our Services.

3. WILL YOUR INFORMATION BE SHARED WITH ANYONE?

We only share information with your consent, to comply with laws, to provide you with services, to protect your rights, or to fulfil business obligations.

We may process or share your data that we hold on the following lawful bases:

- **Your consent:** We may process your data if you have given us specific consent to use your personal information in a specific purpose.
- **We have a legitimate interest:** We may process your data when it is reasonably necessary to achieve our legitimate business interests.
- **Contractual obligation:** Where we have entered a contract with you, we may process your personal information to fulfil the terms of our contract.
- **Legal obligation:** We may disclose your information where we are legally required to do so to comply with applicable law, governmental requests, a judicial proceeding, or legal process such as in response to a court order (including in response to public authorities to meet national security or law enforcement requirements).
- **We have a vital interest:** We may disclose your information where we believe it is necessary to investigate, prevent, or act regarding potential violations of our policies.

Our Websites 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 other websites. 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 notice.

We use the following third parties.

- **Invoice and Billing**
  Opayo; Xero, Arthur Online
- **Web Analytics**
  Google Analytics, Wordpress Stats
- **Website Hosting**
  WordPress.com (inc Wordfence)
- **Website Testing**
  Cloudflare
- **Newsletter (Database management)**
  Mailing manager
- **Holiday Cottage Bookings**
  Supercontrol; Touchstay
- **Website Usage**
  Google Analytics

We do not share, sell, rent, or trade any of your information with third parties for their promotional purposes.

4. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

We may use cookies and other tracking technologies to collect and store your information. Specific information about how we use such technologies and how you is set out in section 8.

5. HOW LONG DO WE KEEP YOUR INFORMATION?

We keep your information for as long as necessary to fulfil the purposes outlined in this privacy notice unless otherwise required by law. No purpose in this notice will require us keeping your personal information for longer than necessary according to GDPR guidelines. When we have no ongoing legitimate business need to process your personal information, we will delete such information.

6. HOW DO WE KEEP YOUR INFORMATION SAFE?

We aim to protect your personal information through a system of organisational security measures. We have contracts with our data processors.

Although we will do our best to protect your personal information, transmission of personal information to and from our Website is at your own risk. You should only access the Website within a secure environment.

7. WHAT ARE YOUR PRIVACY RIGHTS?

You may review, change, or terminate your account at any time. In some regions, such as the European Economic Area, you have rights that allow you greater access to and control over your personal information.

If you are resident in the EU and you believe we are unlawfully processing your personal information, you have the right to contact your local data protection supervisory authority:

http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm.

If you are resident in Switzerland, the contact details for the data protection authorities are:

https://www.edoeb.admin.ch/edoeb/en/home.html.

Cookies and similar technologies

In short: *Most Web browsers are set to accept cookies by default. These are small data files generated by the website and stored on your computer to assist the website to work and display information correctly.*

Cookies are also used to:

- Remember settings
- Remember information you give to the website
- To measure how you use the website.

You can choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Website. To learn more about cookies and how to manage them go to

https://www.aboutcookies.org.uk/

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. To request to review, update, or delete your personal information,
please email: info@matsonground.co.uk

We will respond to your request within 30 days.

8. HOW TO COMPLAIN

If you have any concerns about our use of your personal information, you can make a complaint to us at:

Matson Ground Estate Company Ltd
Low House Business Centre
Windermere
LA23 3NA

Tel: 01539445756

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

We may update this privacy notice from time to time and in line with any future Government guidance or changes to GDPR as set out in the Data Protection Act (2018).

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