

## Site Visitor Privacy

iknow-uk has a Privacy Policy to protect users of our websites.

### Summary

- iknow-uk limited respects and wishes to protect your privacy.
- Your email enquiry goes directly to the hospitality establishment(s) of your choosing.
- The use of your personal data by the hospitality establishment(s) is a matter between the hospitality establishment(s) and yourself.
- We may use your personal data to contact you about iknow-uk products and services.
- We do not pass on any personal details you provide to any third party.
- We do use summary details of all enquiries in order to report the performance of the website.
- Personal identifying details of individual enquiries are never disclosed in website performance material.

### Collection of your personal data

On its web marketing tool spread across many sites, iknow-uk limited collects personal identifying information such as your email address, name, private or business addresses and telephone numbers.

Data collected on iknow-uk limited websites is passed directly to selected hospitality establishment(s) and may also be used to contact you about iknow-uk products and services. Please **call 08432 993900** if you do not wish to be contacted this way.

In common with all website log files, data concerning your computer hardware and software will be automatically collected by iknow-uk limited. This data can include the following: your IP address and browser type. This data will be used by iknow-uk limited for maintenance purposes, to guarantee quality and to produce general statistics about the use of its websites.

### Use of your personal data

iknow-uk limited websites collect your personal data and use the information for the maintenance of the iknow-uk limited websites and also to carry out the services you ask for.

iknow-uk limited does not sell, rent or lease its customer lists to third parties.

iknow-uk limited does not use any sensitive personal data such as religion, ethnic origin or political affiliation.

iknow-uk limited observes websites and pages within iknow-uk websites that are visited by our customers in order to determine the most popular parts of our websites. This data is used in order to adapt web content for customers whose behaviour suggests that they are interested in a particular area.

iknow-uk limited will only pass on personal data without notice when this is necessary for legal reasons or that it is reasonable to assume that such steps are necessary. The following are conditions for this: (a) when it is necessary for conformity to legal restrictions on iknow-uk limited or the website; (b) for the protection and defence of the rights or property of iknow-uk limited; (c) for the protection of the personal security of the users of iknow-uk limited, iknow-uk limited websites or of the public.

## **Use of "cookies"**

iknow-uk use cookies to assist site visitors in their use and navigation of our sites. A small amount of cookies are also used by third party software to monitor site use. In no way does this allow us to collect any personal information or record information that can be identified to an individual.

A small percentage of our listings are affiliate advertising for recognized hotel brands (such as Hilton, Holiday Inn and Ramada Jarvis) that enable you to book rooms directly on their website. As per normal industry practice for such schemes a cookie is used to track the source of a site visitor who makes a booking. These cookies are normally 'active' for 30 days.

## **Security of your personal data**

iknow-uk limited protects your personal data from unauthorized access, use and distribution. iknow-uk limited secures the personal identifying data which you make available to the server to prevent unauthorized access, use and distribution. If personal data, for example a credit card number, are transferred to other websites, these data are protected by the use of encoding e.g. SSL (Secure Sockets Layer).

## **Changes to this document**

iknow-uk limited will occasionally update this data protection guarantee in order to take account of feedback from firms and customers. iknow-uk limited recommends that you regularly check this document so that you are kept informed of iknow-uk limited data protection.

## **Contact information**

We welcome your comments on our privacy policy are welcomed by iknow-uk limited. If you consider that we haven't kept to the terms of this document, please send an email to contact iknow-uk. We will, as far as is commercially feasible, attempt to pass on and solve any problems.