**The Dutch Tulip privacy policy**

**Introduction**

This website is operated by The Dutch Tulip located at Navigation Road, Mallow, Co. Cork (“we”, “us” or “TDT”) and we are a controller for the purposes of the EU General Data Protection Regulation 2016/679. This means that we are responsible for, and control the processing of, the personal information you provide to us when using this website in accordance with this privacy policy.

TDT understands that customers care about the use and storage of their personal information and we value your trust in allowing us to do this in a careful and sensible manner. We have created this privacy policy statement in order to demonstrate our commitment to the privacy of our customers.

By visiting TDT, our website (including our mobile site), our social media pages, or by contacting us by phone, email or instant message, you are acknowledging that we are processing your personal information and, where necessary, consenting to such practices, as outlined in this statement.

**Personal information which we collect**

We collect personal information about you (and others if their personal information is provided by you) when you:

1. make or manage a booking either personally or as a guest of another guest;
2. Make a table reservation or other form of reservation at TDT;
3. sign up for marketing emails (in line with Marketing below);
4. engage with us to receive booking/reservation support or make any other inquiry through the “Contact Us” form on our website, by calling reception desk, by emailing TDT, or by contacting TDT through one of our social media platforms;
5. post material to our website and/or social media page;
6. complete customer feedback or surveys as part of your stay at TDT;
7. register at the reception desk;
8. raise a complaint or dispute with us or are involved in a legally recordable incident at our premises (e.g. in relation to health and safety reporting);
9. speak to one of our representatives or staff;
10. participate in competitions or promotions; and/or
11. use our website or customer applications in any other way.

The personal information collected in the above manner may include the following about you (and others if their personal information is provided by you):

1. full name;
2. postal address;
3. email address;
4. telephone number;
5. payment details;
6. geolocation;
7. machine identifiers (such as IP addresses);
8. dispute resolution information;
9. disability and health information;
10. supplementary information (dietary and other preferences and special requirements);
11. image data;
12. website behavioural data (such as through tags and cookies – see our separate Cookies Policy);
13. voice recordings; and
14. identification information (such as passports, drivers’ licences or national identity cards).

**Personal information provided by third parties**

We may receive information about you from other sources (such as the Mail Preference Service or from our authorised third party providers), which we will add to the information we already hold about you in order to help us provide our products and services in accordance with your requirements and to ensure that the quality of data we have on your account(s) is maintained properly. We may also obtain personal information about you from social media providers such as Twitter and Facebook or from third party websites where you have left commentary or feedback about us (for example on TripAdvisor).

**How we use your information**

We will collect personal information:

1. in order to take the necessary steps in preparation of, or to fulfill our obligations under, a booking contract:
   1. Bookings and payments – provide communications about bookings, products and services being provided to you (and others if their personal information is provided by you);
   2. Bookings and account updates – send details of new, amended or cancelled bookings or ‘TDT’ account details and changes – usually via email;
   3. Update you on matters affecting your booking – contact you (and others if their personal information is provided by you) in the event of a change that affects a booking or any data or personal information you have provided us with, such as changes to terms and conditions of booking or this privacy policy;
   4. Website service communication – provide notifications of any changes to our website or to our services that may affect you (and others if their personal information is provided by you);
   5. Customer service communication – provide you with requested information or correspondence, such as a response from us to an enquiry made by you;
   6. To provide assistance in completing bookings – send reminder emails to continue with a booking which is in your “basket” on our websites or mobile app but is not paid and completed;
   7. Maintain your TDT accounts – create a profile about you in relation to your booking, to update our records, create and maintain your account.
2. with your consent:
   1. Simplify payment process – use saved payment cards within your TDT account so that, upon making future bookings, you have the convenient option of selecting a previously saved card in order to pay. This information is only used / accessed when you use your saved card to pay for a booking;
   2. Marketing communications – create a profile about you for marketing purposes to tailor our communications to you. We may use automated processes to do this;
      1. Promotional offers – inform you about promotional offers and other products or services that may be of interest (in line with marketing communications above);
      2. Maintain records indicating your consent to status – to ensure we accurately reflect your wishes when communicating to you.
3. in our legitimate interest\* to improve our services:
   1. Market research – to contact you (and others if their personal information is provided by you) to ask about the experience using our accommodation, bar or restaurant and services as part of a continual programme of customer service improvement. This is not marketing communication and is separate to marketing communications above. We may use third parties for example TripAdvisor to provide such market research communications to you on our behalf;
   2. Website customisation and offers – to customise our website and its content to your particular preferences and to offer you appropriate discounts in accordance with our Cookies Policy;
   3. Customer support – monitor calls and help to train staff in relation to our customer support and reception desk function;
   4. Product and service improvement – to improve our product and services;
   5. Service analysis – to conduct research, statistical analysis and behavioral analysis. This may include customer profiling by third parties and/or providing aggregate statistical information relating to customers, sales, traffic patterns and related site information to reputable third parties. You can object to such profiling, please see ‘The right to object to automated decision making / profiling’ below).
4. in our legitimate interest\* to protect against fraud:
   1. Website improvement and fraud prevention – improve our website, prevent or detect fraud or abuses of our website and enable third parties to carry out technical, logistical or other functions on our behalf;
   2. Security – carry out security checks when allowing you access to our services and to block fraudulent or suspected fraudulent activity.
5. in our legitimate interest\* adhere to government guidance:
   1. HSE Track and Trace – collect, store and share information in order to support HSE Track and Trace.
6. in order to meet our legal obligations:
   1. Taxation – ensure we meet our tax and other regulatory obligations;
   2. Registration – ensure local jurisdiction regulations are complied with (where registration is necessary in such jurisdictions).

\* any reliance on legitimate interest shall not prejudice your interest or fundamental rights and freedoms.

**Marketing and Communications**

We may periodically send promotional material to you about new products, special offers or other information which we think you may find interesting based on the profile we have created about you to the email addresses and phone numbers which you have provided.

If these are similar to products, services and bookings previously supplied by us to you, we will assume, under our legitimate interests to promote similar goods and services, that you are willing to receive this information unless you tell us otherwise. Please note that we do not want to send you information that you do not want to receive and you can opt out at any time (please see ‘**The right to ask us to stop contacting you with direct marketing**’ below for further information).

We will always ask your permission before sending you email marketing information (unless you have already received similar services, products or bookings from us as mentioned above). We do this by asking for your positive confirmation (e.g. by providing a tick or inserting your contact details in the relevant boxes) indicating that you wish to receive marketing and **you can opt out at any time** (please see ‘The right to ask us to stop contacting you with direct marketing’ below for further information). This ensures you only receive information that you have given us permission to send and are willing to receive.

We may use your information to create a profile about you in order to tailor, by automated means, our communication and marketing to you.

From time to time, we (or a third party nominated by us) may also use your information to contact you for research purposes and/or to ask about your experience using our accommodation, bar and/or restaurant as part of a continual programme of customer service improvement. Please note such communications are not seen as marketing and you may receive these from us even if you have unsubscribed from marketing. We may contact you by email, telephone, text, social media and/or mail. We may also use the information to customise the website according to your interests.

**How long we will keep your personal information**

We retain your information for a range of purposes which determine the period of time for which we need to keep such information. For example (list is not exclusive):

|  |  |  |
| --- | --- | --- |
| Data | Retention Period |  |
| For the purposes of marketing | 3 years from the point of last contact with you, this may include use of our websites, stays in our accommodation, dining reservations or responses to communications with you |  |
| For compliance with legal obligations arising from contracts entered into with you, for example tax regulations | 7 years from date of last transaction |  |

We will remove your data from our systems at the end of the applicable data retention periods, unless we are required by current or future law to retain your personal information for a longer period.

**Our approach to information security**

To protect your information, TDT has policies and procedures in place to make sure that only authorised personnel can access the information, that information is handled and stored in a secure and sensible manner and all systems that can access the information have proportionate and reasonable security measures in place. To achieve this, employees, contractors, sub-contractors and third party suppliers have contracts, with defined roles and responsibilities.

While we take commercially reasonable measures to ensure the safety and security of your data, due to the inherent risks with the Internet, we are unable to warranty the absolute security of your data when using our services.

**Your rights**

In order to process any of the requests listed below, we may need to verify your identity for your security. In such cases your response will be necessary for you to exercise this right. To the extent we are unable to comply with your request in any way, we will let you know as soon as possible.

**The right to access information we hold about you**

At any point you can contact us to request details concerning the information we hold about you, why we have that information, who has access to the information and where we got the information. In most cases you may be entitled to copies of the information we hold concerning you. Once we have received your request in writing we will respond within 30 days.

**The right to correct and update the information we hold about you**

If the data we hold about you is out of date, incomplete or incorrect, you can inform us and we will ensure that it is updated.

**The right to have your information erased**

If you feel that we should no longer be using your data or that we are illegally using your data, you can request that we erase the data we hold. When we receive your request, we will confirm whether the data has been deleted or tell you the reason why it cannot be deleted.

**The right to object to processing of your data**

You have the right to request that TDT stops processing your data. Upon receiving the request, we will contact you to tell you if we are able to comply or if we have legitimate grounds to continue. If data is no longer processed, we may continue to hold your data to comply with your other rights.

**The right to ask us to stop contacting you with direct marketing**

You have the right to request that we stop contacting you with direct marketing. On promotional emails we provide an ‘unsubscribe’ link at the bottom of the email which will unsubscribe you from that service. You can also unsubscribe by contacting us via phone or email. If you wish to opt out with respect to more than one email address, you must complete a separate request for each email address.

Please note it is not possible to ‘opt-out’ of receiving communication from us which relates to your bookings or customer satisfaction surveys sent as part of the booking (which are not considered marketing for these purposes). This ensures that we can always contact you as a result of circumstances that may affect your visit to us and in order for us to improve our services going forward.

**The right to data portability**

You have the right to request that we transfer your data to another controller. Once we have received your request, we will comply where it is feasible to do so.

**The right to object to automated decision making / profiling**

You have the right to request that we stop automated decision making and profiling in relation to our direct marketing practice. You can inform us and we will deal with your request accordingly. Please note that on receipt of the request we will update our systems without undue delay, however you may still receive marketing material unless and to the extent you opt out of the marketing itself (see above).

**The right to complain**

You can make a complaint to us by contacting us in writing to our address or via email or to the data protection supervisory authority – in Ireland, this is the Data Protection Commision, at https://www.dataprotection.ie/.

**Consent**

In those cases where we need your consent to process your information, we will ask you to make a positive indication (e.g. to tick a box or insert your contact details on the relevant form or web page requiring consent). By actively providing us with your consent, you are stating that you have been informed as to the type of personal information that will be processed, the reasons for such processing, how it will be used, for how long it will be kept, who else will have access to it and what your rights are as a data subject and that you have read and understood this privacy policy.

**Sharing your information**

The information and data we collect is important for TDT and we understand that you care about the use and storage of your personal information and we value your trust in allowing us to do this. We will not share this with anyone else unless we have a lawful basis for doing so, we will never disclose, rent, trade or sell your personal information to any third parties for their marketing purposes.

We may disclose or transfer your personal information and data (e.g. contact details as well as arrival and departure dates) in order to support HSE Track and Trace. In the event that we do this we will adhere to the current government guidance (please refer to the government guidance on maintaining records of staff, customers and visitors to support HSE Track and Trace ).

We do disclose or transfer your data or personal information to other companies, data processors or agents employed by us to perform any necessary functions on our behalf (such as hosting and maintaining our website, providing us with data management systems, market research, customer satisfaction surveys and support services and to help us analyse and tailor our marketing to you), but they are bound by similar terms to those set out in our privacy policy and may not use this information for their own purposes.

In the event that TDT or any part of its business is sold to or integrated with another business, TDT may disclose your personal information to the new owners (and their professional advisers on the transaction) to be used by the new owners and their group of companies in the same ways as set out in this privacy policy, including to continue providing you with the same services and marketing information services as are currently provided by TDT.

We may also provide aggregate statistics about our customers, sales, traffic patterns and related site information to reputable third parties in order to better understand our services, website and overall customer satisfaction which may include personally identifying information.

**Contact details**

If you have any queries about this policy, need further information or wish to lodge a complaint you can use the details below to contact us.

The Dutch Tulip, West End, Mallow, Co. Cork,

**Changes to this Privacy Policy**

We may change this policy from time to time. You should check this policy occasionally to ensure that you are aware of the most recent version that will apply each time you access the website.