

Sleepwell Hotels LTD
& Sleepwell Hotels (UK) Ltd

Privacy Notice



Introduction

Welcome to SLEEPWELL HOTELS LIMITED & SLEEPWELL HOTELS (UK) LIMITED privacy notice.

SLEEPWELL HOTELS LIMITED & SLEEPWELL HOTELS (UK) LIMITED respect your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you use our services, or facilities, visit our website, (regardless of where you visit it from) and to inform you about your privacy rights and how the law protects you.

Please also use the 'Glossary' to understand the meaning of some of the terms used in this privacy notice.

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1. IMPORTANT INFORMATION AND WHO WE ARE

PURPOSE OF THIS PRIVACY NOTICE

This privacy notice aims to give you information on how Sleepwell Hotels Limited, Sleepwell Hotels (UK) Limited collect and processes your personal data such as through your use of this website, (and external links therein), including any personal data you may provide when you make a hotel / restaurant reservation, sign up to our newsletter, purchase a product or service or take part in a competition.

This website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

CONTROLLER

The Sleepwell 'Managing Director' is the controller and responsible for your personal data (collectively referred to as "Sleepwell "we", "us" or "our" in this privacy notice).

If you have any questions about this privacy notice, including any requests to exercise your legal rights please contact the data privacy manager using the details set out below.



CONTACT DETAILS

Full name of legal entity:

Sleepwell Hotels Ltd and Sleepwell Hotels (UK) Ltd

Name or title of the data privacy manager:

The Managing Director

Email address:

info@sleepwellhotels.com

Postal address:

4th Floor, Viking House, Nelson Street, Douglas, Isle of Man,
IM1 2AH

Telephone number:

+44 (0) 1624 639396

You have the right to make a complaint at any time to the UK Information Commissioner's Office (ICO). <https://ico.org.uk>.

For the Isle of Man, the supervisory authority for data protection issues can be contacted via www.inforights.im.

In both cases, we would, however, appreciate the chance to deal with your concerns before you approach the Information Commissioner, so please contact us in the first instance so that we may assist.

CHANGES TO THE PRIVACY NOTICE AND YOUR DUTY TO INFORM US OF CHANGES

This version was last updated 1st May 2018
[historic versions can be obtained by contacting us.]

The data protection law in the UK and Isle of Man will change on 25 May 2018. Although this privacy notice sets out most of your rights under the new laws.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.



THIRD-PARTY LINKS

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we therefore encourage you to read the privacy notice(s) of every website you visit. Please check the URL address in your browser.



2. THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed, (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- **Identity Data** includes first name, last name, username or similar identifier, marital status, title, date of birth and gender.
- **Contact Data** includes billing address, delivery address, email address and telephone number(s).
- **Financial Data** includes bank account and payment card details, (Held for time-bound payment processing only)
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.
- **Technical Data** includes [internet protocol (IP) address, [your login data], browser type and version, time zone setting and location, browser plug-in types and versions, operating system / platform and other technology on the devices you use to access this website].
- **Profile Data** includes, but not limited to, your username and password, purchases or orders made by you, your interests, hotel stay / dining preferences, feedback and survey responses.
- **Usage Data** includes information about how you use our website, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and with this, your communication preferences.



We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

IF YOU FAIL TO PROVIDE PERSONAL DATA

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the services, [the contract] we have or are trying to enter into with you (for example, such as to provide you with hotel accommodation, hospitality goods or services)]. In this case, we may have to cancel a [product and / or] service you have arranged with us, but we will endeavour to notify you if this is the case at the time.



3. HOW IS YOUR PERSONAL DATA COLLECTED?

We use different methods to collect data from and about you including through:

- **Direct interactions.** You may give us your data [Identity, Contact and Financial / Payment method] by filling in forms or by corresponding with us by website, post, phone, email or otherwise. This includes personal data you provide when you:
 - make a general enquiry or purchase our products or services;
 - create an account on our website, or via a 3rd party booking engine that we may utilise for direct hotel reservations
 - subscribe to our services and / or publications
 - request marketing information to be sent to you (Opt-In).
 - enter a competition, promotion or survey; or
 - give us some (non-anonymous), direct feedback.
- **Automated technologies or interactions.** As you interact with our website, we may automatically collect Technical Data about your operating equipment, browsing actions and patterns. We collect this personal data by using 'cookies', server logs and other similar technologies. Our 'cookie policy' is browser activated on this website providing further details.



4. HOW WE USE YOUR PERSONAL DATA

- We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:
- Where we need to perform the supply of product or contract we are about to enter into or have entered into with you, such as a hotel accommodation or restaurant reservation.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.
- Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you via email or text message. At all times, you have the right to withdraw consent to marketing or any other communication at any time by contacting us.



PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact details	For the performance and / or delivery of a direct contract with you
To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover monies as may be owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contractual obligation with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: (a) Notifying you about changes our terms or privacy policy (b) Asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Profile [(d) Marketing and Communications]	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep to our records updated and to study how customers use / enjoy our products/services)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business and services)



MARKETING

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and / or advertising.

PROMOTIONAL OFFERS FROM US

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

As such, you may receive marketing communications from us if you have requested information from us or purchased goods or services from us or if you provided us with your details when you entered a competition or registered for a promotion and, in each case, you have 'opted in' to receiving that marketing communication.

THIRD-PARTY MARKETING

We will always get your express opt-in consent before we share your personal data with any company outside the Sleepwell group of companies for marketing purposes.

OPTING OUT

You can ask us or third parties to stop sending you marketing messages at any time by checking or unchecking relevant website 'boxes' to adjust your marketing preferences or by following the opt-out links on any marketing message sent to you or, in the case of direct marketing from Sleepwell, by contacting us directly at any time

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product / service enquiry or purchase, product / service experience or other direct transactions.



COOKIES

You can set your personal browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.

CHANGE OF PURPOSE

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If, for any specific reason, we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is either required or permitted by law.



5. DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

- Internal Third Parties as set out in the Glossary.
- External Third Parties as set out in the Glossary.
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with your / our instructions.



6. INTERNATIONAL TRANSFERS

We do not transfer your personal data outside the European Economic Area (EEA).

7. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.



8. DATA RETENTION

HOW LONG WILL YOU USE MY PERSONAL DATA FOR?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or similar reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, the applicable legal requirements and your continued custom with us.

Key examples of our customer data retention for our hotel operations are as follows:

Credit / Debit Card payment information: Our hotel front office systems are programmed to 'purge' all guest payment data '7 days' after a departing guest has undertaken hotel 'check out'.

This 7-day period allows for any post-departure amendments or settlements to the individual guest account.

Guest Profile Purge: Unless requested otherwise, a hotel guest profile will remain live on our server for 730 days to allow the ease in processing subsequent hotel reservations with us and also the provision of guest preferences. If the guest does not (re) use our services again in this time, their details are automatically deleted from our hotel reservations server and as such any future reservations would require full (relevant) personal data to be collected again for the purpose of the new booking or transaction.

Company Profile Purge: Unless requested otherwise, a 'Company' profile will remain live on our server for 550 days. If the 'Company' does not (re) use our services again in this time, their details are automatically deleted from our hotel reservations server. Future purchases or hotel reservations would require full (relevant) company data to be collected again for the purpose of the new booking or transaction.



9. YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

Please contact us should you have any query regarding your legal rights

NO FEE USUALLY REQUIRED

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

WHAT WE MAY NEED FROM YOU

We may need to request specific information from you to help us confirm your identity and ensure your right to access your specific personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

TIME LIMIT TO RESPOND

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.



10. GLOSSARY

LAWFUL BASIS

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by Contacting us

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Comply with a legal or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

THIRD PARTIES

INTERNAL THIRD PARTIES

Other companies or venues within or associated to the 'Sleepwell' group or its parent company, [acting as joint controllers or processors] and who are based within the UK or Isle of Man.



EXTERNAL THIRD PARTIES

- Service providers acting as processors, based within the UK and Isle of Man, who may provide necessary administration or the supply of relevant services to fulfil contractual / service requests
- Professional advisers acting as processors including lawyers, bankers, auditors and insurers based within the UK and Isle of Man) who may provide required consultancy, banking, legal, insurance or accounting services.
- HM Revenue & Customs, or Isle of Man Income Tax Division; legal regulators and other authorities acting as processor) based in the UK or Isle of Man who require reporting of processing activities in certain circumstances.
- Third party booking engines who may process hotel reservations with our hotels on your behalf and who may by their very nature, may or may not be primarily based within the UK or Isle of Man.

YOUR LEGAL RIGHTS

You have the right to:

Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always



be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data.

This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

