

The Blue Ball at Braunston's privacy policy – website & customer database

We at The Blue Ball at Braunston are committed to protecting any data that we collect concerning you. By using our services you agree to the use of the data that we collect in accordance with this Privacy Policy.

We are committed to protecting your privacy.

This Policy indicates the type of processes that may result in data being collected about you. Your use of our website gives us the right to collect information that you have agreed to.

Legitimate Interests Basis

We process your data to contact customers with relevant news, offers & events info.

We expect customers to benefit by knowing what's on, what offers they can take advantage of and want to keep them up to date with what we offer/serve.

Third parties who benefit from the processing include suppliers and promotional partners.

The benefits that we have identified are important to our repeat customers so that they always know what offers they can take advantage of, what we are doing/serving here and what events are on that they may come to. NB. Customers actively choose to join our customer database and they are not required to do so as a pre-condition of any other service or potential reward.

We are complying with any specific data protection rules that apply to our processing, relevant laws and industry guidelines/codes of practice.

We have not identified any other ethical issues with the processing and retain records of the manner and date which customers sign up to our customer database (i.e. original sign up cards/copies of sign ups via website form).

We want to process the data to contact customers with relevant news, offers & events info.

We expect customers to benefit by knowing what's on, what offers they can take advantage of and want to keep them up to date with what we offer/serve.

We require our social media/direct marketing company to confirm in writing how they process, store and use our customers' data to ensure that their privacy is protected.

We regularly weed our customer database to remove subscribers who have not opened any of our 5 most recent emails.

Website cookies and link tracking

Cookies allow us to provide important site functionality so you don't have to re-enter lots of information. They also allow us to remember what links and pages have been clicked or viewed during a session.

By using your browser controls, you are always in control of the cookies we store and access on your computer. More information on how to control cookies and limit personal data processing can be found at www.youronlinechoices.com/uk/five-top-tips

Types of communications

Website & VIP/Picture of the Month Database Customer Database: By submitting your email address, telephone number, postal address, birthday and/or anniversary dates, you are consenting to receive the particular piece of information you requested, as well as allowing us to send you appropriate and useful communications. This includes, but is not limited to; special offers, exclusive offers, events and news from our pub restaurant.

At any time, you can withdraw or unsubscribe from us holding your personal data and continuing to contact you. You can update your preferences by emailing us at info@theblueballbraunston.co.uk requesting any changes or requesting to unsubscribe from our customer database entirely. We will action your request in a timely manner. We will of course need to verify your identity before we can speak to you about the data or act on your instructions.

You can also stop receiving emails from us by clicking the link that will always be at the footer of any promotional emails from us. If you don't have an email from us to hand to stop emails from us, email us at info@theblueballbraunston.co.uk requesting that we unsubscribe you from our customer database. We will of course need to verify your identity before we can speak to you about the data or act on your instructions.

Email Marketing Post-Click Tracking Cookies

These cookies are used to report on the pages of our website that have been viewed by visitors to the site who have followed links from our email marketing campaigns. This analysis helps us to understand additional content that is viewed by the contacts in our database and therefore allows us to improve and tailor future campaigns to those contact's specific areas of interest.

Information Collected

We may collect any or all of the information that you give us depending on the type of transaction you enter into, including your name, address, telephone number and email address,

birthday & anniversary dates, together with data about your use of the website. Other information that may be needed from time to time to process a request may also be collected as indicated on the website.

Information Use

We use the information collected primarily to process the task for which you visited the website. Data collected in the UK is held in accordance with the Data Protection Act. All reasonable precautions are taken to prevent unauthorised access to this information. This safeguard may require you to provide additional forms of identity should you wish to obtain information about your account details. We expect and rely on all data processors inc our Social Media/Marketing companies & larger companies such as Facebook & Google to ensure that they themselves adhere to the new GDPR regulations and requirements and to inform s and any individuals potentially affected of any data breach they become aware of within 72 hours and to take appropriate action to minimise the impact of any breach or loss of data.

Cookies

Your Internet browser has the in-built facility for storing small files – “Cookies” – that hold information which allows a website to recognise you as a user. Our website takes advantage of this facility to enhance your experience. We use a number of these cookies for analytical purposes, and these are described in detail below. By using our website, you consent to the use of cookies for these purposes.

We use a combination of both session and persistent cookies. Session cookies keep track of your current visit and how you navigate the site, persistent cookies enable our website to recognise you as a repeat visitor when you return. The session cookies will be deleted from your computer when you close your browser. Persistent cookies will be removed on a pre-determined expiry date, or when deleted by you.

Most web browsers allow user privacy settings to block either all cookies, or third party cookies. Blocking cookies will, however, have a negative impact upon the usability of many websites, including this one. Please visit www.aboutcookies.org for comprehensive information on how to change your cookie settings in a wide variety of different web browsers.

Your contact and birthday/anniversary details are kept on

Google Analytics Cookies

Google Analytics is a website monitoring tool that allows users to see volumes of website visitors, their source, and to analyse how the content of their website is viewed and navigated. This in turn allows optimisation of the content and pages on our website and the marketing programs that drive traffic to the website. Google Analytics does not store any personal

information about website visitors, but does use persistent cookies to identify repeat visitors. You may universally opt-out of all Google Analytics tracking used by all websites by visiting the following url – <https://tools.google.com/dlpage/gaoptout>

Disclosing Information

We do not disclose any personal information obtained about you from this website to third parties. The only people who have access to your personal information are Blue Ball staff & marketing/social media companies working for us. All devices from which appropriate staff can input or access your personal information are protected by passwords/passcodes and will be locked when not in use. Any hard copies of personal data (eg. Customer Database/VIP List/Picture of the Month in-house Sign up form/notes of online sign up forms are stored/securely archived & general staff do not access to these.

Data Breaches

There are 3 potential types of data breaches:

- “Confidentiality breach” - where there is an unauthorised or accidental disclosure of, or access to, personal data.
- “Integrity breach” - where there is an unauthorised or accidental alteration of personal data.
- “Availability breach” - where there is an accidental or unauthorised loss of access to, or destruction of, personal data.

These potentially apply to both our business – as data controllers – and to our Social Media/marketing companies – as data processors. In either case, the onus is on first detecting any data breach, assessing the likely impact on individuals of any such breach and taking swift action (within 72 hours of becoming aware of any such breach) to both limit the breach and/or notify individuals of any such breach and its potential impact. Given that the data we obtain and process is only contact details and birthday/anniversary dates, the potential impact is also limited and unlikely to facilitate identify theft/fraud or financial impact.

Changes to this Policy

Any changes to our Privacy Policy will be placed here and will supersede this version of our Policy. We will take reasonable steps to draw your attention to any changes in our Policy. However, to be on the safe side, we suggest that you read this document each time you use the website to ensure that it still meets with your approval.

Contacting Us

If you have any questions about our Privacy Policy, or if you want to know what information we have collected about you, please email us. You can also correct any factual errors in that information or require us to remove your details from any list under our control.