

Privacy Policy

Version Number: 2018/001 Issue Date: 24/05/2018

At Macole's Self Catering Holidays Limited we regard your privacy as important and we take our responsibilities seriously.

Your personal information is collected from you when register an interest in our products and service or when you purchase accommodation, travel or other services.

We keep information on your activity with us, including your visits to our site. We use this personal information to deal with your requests, perform and manage your booking and where you have opted into marketing communications, offer you other products and services. We respect the privacy and confidentiality of your information and will not disclose it to third parties without your consent unless required to by law. We may use information collected from our website to personalise your repeat visits to our website.

What Information is collected?

When making a booking

In order to make a booking we collect all or some of the following information:

- Full name of Party Leader
- Full names of other Party Members
- Date of birth of all members of the party
- Nationality of all members of the party
- Party Leader address
- Party Leader email address
- Contact telephone numbers
- Credit or debit card details
- Any special requests or requirements

You consent to the collection, processing, storage and use of your personal data to enable us to provide services and arrangements. This may include us providing your details to Governments, immigration, airlines, ferry operators, accommodation providers, finance processing organisations (where we receive payment from you or make payment to you through third-party providers such as banks or card processing organisations) and other individuals or organisations involved in providing services relating to your stay and for other purposes that may be required by law or litigation.

The above information must be provided in order to make your booking and refusal to provide the required information or the withdrawal of consent of all or individual parts of the data does not alter our Essential Reading Terms and Conditions in respect of you withdrawing which results in it being impossible for us to complete the services.

You have the right to see the information that we have about you and to receive this information in a format suitable for data portability. This information can be provided either as a PDF (Portable Document Format) or as a Text (.txt) file.

You may also exercise your right to be forgotten at any time, providing there are no outstanding balances on your account, that all elements of your booking have been completed and there are no outstanding legal or litigation reasons preventing deletion. This will delete all records of your personal data from our systems and will no longer be retrievable and therefore it is important you

are sure you want this to happen before making the request. The processes of requesting your data or activating the deletion of your data can be performed by writing to us at the company address shown below. You will be required to provide your name and booking reference. For security reasons, personal data can only be sent to the email or postal address associated with your booking.

You have the right to object to the right use of your personal information or any individual part of it, for any purpose detailed, however, this does not alter our Essential Reading Terms and Conditions in respect of your objection which may subsequently makes it impossible for us to effectively complete the services and arrangements.

You have the right to restrict or object to automated decision-making processes or profiling based on your personal data, however, this may affect the efficiency and relevancy of our communications with you and increase the amount of information we need to process your booking.

If you make the decision to revoke consent in respect of part or all of the data we hold for you, you must write to us at our contact address detailed below with details of the extent of what you are revoking.

Data Retention

If you have opted-out of marketing communications, all data will be automatically removed from our booking systems and marketing databases 6 years after the completion of your booking, providing there are no outstanding balances on your account or matters in process. Once your data has been removed it is no longer accessible using the above methods or by us internally. If you have opted-in to receive marketing communication, your data and booking history will be held on file for a period of up to ten years from our last point of contact or until you change your marketing preferences or ask for your data to be deleted. When you provide credit or debit card details to make a transaction, once the purchase has been authorised, your card details are no longer stored in full or accessible by us. Online payments use secure encryption technology to ensure that your payments are safe.

After your holiday we may contact you to ask about your holiday experience and invite you to keep in touch. The data collected may be passed to service or product providers or anonymously quoted on our website to help other clients.

Our Cookie Policy

When you browse our website, cookies are used to enhance your experience and the usability of the website and may also be used to market holidays and services provided by us whilst you browse the internet. Cookies are small text files that are placed on your computer's browser to store your preferences and browsing behaviour. These cookies allow us to distinguish you from other users of the website which helps us to provide you with a good experience when you browse our website and also allows us to improve our site. Cookies do not give us access to your personal information, name, exact location, email address or contact details. Cookies are not harmful to your browser. Cookies are unique to your browser and can only be read by the servers that gave them to your browser. We also use cookies for general monitoring. This helps us to identify user trends and improve the efficiency of our website for you and other users. You can choose to view your stored cookies at any time. Most browsers will automatically accept cookies and you can change these settings through preferences in your browser. For more information please visit www.allaboutcookies.org.

We may use all, some, or none of the following types of cookies:

1. Session cookies

- a) E-Commerce: These cookies are required to operation our website and its services. They include cookies that enable you to use our booking process and payment services, they are also used to log into secure areas.
- b) Analytical: These cookies count the number of visitors and to follow how visitors move around our website. They enable us to see how our website works and make improvements by ensuring that users easily find what they are looking for.

2. Persistent cookies

- a) Preferences: These cookies are used to recognise you. They are stored on your device and used whenever you return to our website. This enables improved login and use experience, by greeting you by name and remember your preference, which may include content that is personalised for you, or settings you have selected (for example, your language or region).
- b) Targeting: These cookies are stored on your device and allow the preferences or actions of the user of our site to be recorded, such as the pages you visit and/or the links you follow. This information is used to make our website and/or any advertising that we display on the site more relevant to your interests.
- c) Third-parties: We may also share your 'Preference/Targeting' information with third parties for the purpose of improving your experience on our website.

First-party Macole's Self Catering Holidays Limited cookies

As defined above, some cookies are set that are essential for the website and online services to operate efficiently.

These cookies do not capture personally identifiable information (PII), and operate as follows:

- Test – this cookie checks if your browser supports cookies;
- Consent - this cookie requests and logs your consent (or not) to use cookies;
- Visitor ID – this cookie identifies unique visitors as a numeric value;
- Page ID – this cookie identifies the page you are visiting;
- Session ID – this cookie identifies your website session;
- Order – this cookie is required for your shopping basket.

Third-party cookies

Our website may set several third-party cookies. We do not control the operation of third-party cookies.

The types of third-party cookies which may be set on our website include:

- Google Analytics – Google Analytics allows us to collect data about website usage. This data does not include PII. The Google Privacy Policy can be viewed here: www.google.com/policies/privacy/.
- Google Remarketing – Google's Remarketing cookie allows the promotion of products or services that may be of interest for you. You may see our adverts on Google's Display Advertising Network of partner websites and Google's own search results pages.

The products or services promoted are based on the pages you have visited on our site. You can control Google Remarketing by changing your Google Ad Settings.

You can block all or some cookies by changing the cookie settings on your browser.

Note: if you block all cookies, which includes essential cookies, your access to all or parts of our website, together with some services of our site, may be restricted.

Links to other websites

Macole's Self Catering Holidays Limited is only responsible for its own privacy policy. Our website may include links to or from other websites, such as our partners, advertisers, other affiliated organisations or for general information purposes. Each of these websites is required under the GDPR to provide users with access to their privacy policy. Please check their privacy policies before you submit any personal data to any third-party websites.

Call Tracking and Recording

We use telephone tracking numbers to link from where a user's call to the marketing channel originated. This is sometimes achieved using cookies, you can choose to decline cookies if you would prefer not to be tracked. We may record calls for training, efficiency and security purposes.

Marketing Communications

We will only send you communication for the purposes of marketing the products and services of Macole's Self Catering Holidays if you have opted-in to receive this information. The personal information we hold for you will never be shared with any third party for marketing purposes. Information may be collected if you opt-in to receive marketing during the booking process, if you have or in the future complete a sign-up form for newsletters or if you contact us to request inclusion to receive marketing communications. You may be required to complete the opt-in process by opening the 'confirm your subscription' email and clicking to confirm. You can request removal from our marketing database at any time either by clicking the 'unsubscribe' or 'update' link in a marketing email that you have received from us or by emailing marketing@macoles.com

Privacy Policy Change Control

Any changes that we may make to this privacy policy will be posted on this website page. Please check this page at regular intervals to ensure that you are aware of updates or changes to this privacy policy. We reserve the right to notify any/all registered users of our services of any major change to our policies by email, except for users that have elected to opt out or revoke communications from us.

Our Contact Details

Postal Address:

Macole's Self Catering Holidays Limited
First Floor
14 La Motte Street
St Helier
Jersey
JE2 4SY

Email: administration@macoles.com

Telephone: 01534 488110

Information Commissioner Contact Details:

You may exercise your right to complain to the Jersey Information Commissioner if you feel that we have misused your data.

Website: www.oicjersey.org

Postal Address:

Office of the Information Commissioner

Brunel House
Old Street
St Helier
Jersey
JE2 3RG

Email: enquiries@dataci.org

Telephone: 01534 716530

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