

## **Dunedin Guest House Privacy Policy**

This privacy policy has been compiled to better serve those who are concerned with how their personal information is being used online. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

### **What personal information we ask for from people visiting our website?**

When enquiring for availability on our site you will be asked to enter your Name, E-mail address, Mobile number and dates required.

### **What information do we collect?**

The information supplied from Web site via e-mail once it has been dealt with it is transferred to our pending file waiting for confirmation. Once confirmation has been received it is transferred to appropriate year (i.e. 2018/19).

### **How do we protect your information?**

The only information we hold on computer, your initial enquiry ("e-mail") your name and tariff in our electronic diary "Spreadsheet". We do not use any form of data base or other electronic devices.

### **Third Party Disclosure**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. We are listed on other web sites i.e. Visit Scotland, Room Finder Scotland, B&B Directory, Fizzyexpress and UKBusinessProfiles.com. It is there responsibility to protect your Personal Identifiable Information not the Dunedin Guest House.

### **Third party links**

We do not include or offer third party products or services on our website.

### **We collect your email address in order to:**

1. Send information of availability and tariffs on receipt of enquiry.
2. On receipt of your confirmation, we send out confirmation of booking.

### **We agree to the following:**

1. Users can visit our site anonymously.
2. Once this privacy policy is created, we will add a link to it on our home page, or as a minimum on the first significant page after entering our website.
3. Our Privacy Policy link includes the word 'Privacy', and can be easily be found on the page specified above
4. Users will be notified of any privacy policy changes:
5. On our Privacy Policy Page

### **Users are able to change their personal information:**

1. By emailing us
2. By calling us

### **Contacting Us**

If there are any questions regarding this privacy policy you may contact us using the information below.

Dunedin Guest House

17 Bogie Street

Huntly

Aberdeenshire

AB54 8DX

**Email:** Dunedin@accommodationaberdeenshire.co.uk

**Telephone:** 01466 794162

We use Google AdSense Advertising on our website.

Google, as a third party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to our users based on their visit to our site and other sites on the Internet. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy.

**We have implemented the following:**

- Demographics and Interests Reporting

We along with third-party vendors, such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions, and other ad service functions as they relate to our website.

**Opting out:**

Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt out by visiting the Network Advertising initiative opt out page or permanently using the Google Analytics Opt Out Browser add on.

**How does our site handle do not track signals?**

We honor do not track signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

**Does our site allow third party behavioral tracking?**

It's also important to note that we do not allow third party behavioral tracking

We will take the following responsive action, should a data breach occur:

- We will notify the users via email
- Within 7 business days

We also agree to the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

**CAN SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

**To be in accordance with CANSPAM we agree to the following:**

- NOT use false, or misleading subjects or email addresses
- Identify the message as an advertisement in some reasonable way
- Include the physical address of our business or site headquarters
- Monitor third party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly
- Allow users to unsubscribe by using the link at the bottom of each email

If at any time you would like to unsubscribe from receiving future emails, you can follow the instructions at the bottom of each email and we will promptly remove you from ALL correspondence.