



Henfryn Farm, Pentrecwrt, Llandysul, Carmarthenshire, SA44 5BB  
Tel 01559 362840 Email: [info@henfrynfarm.co.uk](mailto:info@henfrynfarm.co.uk) Web: [www.henfrynfarm.co.uk](http://www.henfrynfarm.co.uk)

# Privacy Policy

**This privacy policy sets out how Henfryn Farm uses and protects personal information you supply when you use the website, booking over the phone, or make a general enquiry.**

Henfryn Farm is committed to ensuring that your privacy is protected. Any information you provide while using the website, or in other communications, will only be used in accordance with this privacy policy. We may review and change this policy in the future and will update this page. This policy is effective from 25th May 2018.

## **The information we collect during a booking or enquiry**

We will collect some or all of the following information:

- Name
- Address and postcode
- Email address
- Telephone number
- Other relevant information in response to your requests and processing your questions

## **How we use the information we gather**

This information is used to understand your needs and requirements, to provide you with the best possible service and website experience with specific reasons:

- Booking and accounts record keeping.
- To improve our products and services.
- We may from time to time send promotional emails about special offers or other information which we think you will find of interest. You will of course always have the option to opt out of further correspondence on every email.
- Research, we may also use your information to contact you for feedback and your holiday experience or expectations to improve our service. We may contact you by email, phone or mail.

## **People who email us directly**

We use Transport Layer Security (TLS) to encrypt and protect email traffic in line with best practice. If your email service does not support TLS, you should be aware that any emails we send or receive may not be protected in transit.

We will also monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.



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### **Social Media**

We use the following social media platforms:

- Facebook
- Instagram
- Twitter

During enquiry interactions, if you send us a private or direct message via social media, the message will be stored by these platforms.

### **Security of your information**

We are committed to ensuring that your personal information is secure. We have put in place management procedures and both physical and electronic security measures to safeguard your details and comply with General Data Protection Regulations 2018

### **Keeping control of your personal information - third party organisations**

We will never pass on your personal information to third parties unless we have your permission or are required by law to do so.

### **Third party booking websites**

We accept bookings through 3<sup>rd</sup> party websites, namely Cool Camping, Pitch Up and Glampsites.com. This means your personal information will be held on record with them. Each have their own Privacy Policy on their websites.

### **The Greener Camping Club**

In order to stay with us you need to be a member of the Greener Camping Club. We may enrol you at the point of booking, or you may already be a member. We have a written agreement with the Club about how your information may be used. Please see here for more information. The Greener Camping Club only holds your name and email address.

### **How long do we keep your information**

We need to satisfy various lawful requirements including HMRC and other regulations. In general we will retain this information for 4 financial years or occasional longer if it relates to requirements set out in law or by our insurers. Some information that is not relevant or required by law maybe deleted periodically.

### **Website cookies and how we use them**

A cookie is a small file that asks permission to be placed on your internet browsing device. You can choose to accept or decline cookies. Once you agree, the file is added and the cookie helps analyse



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how you use the website. We use traffic log cookies to identify which pages are being used, how website visitors navigate the website and help identify where enquiries and traffic comes from. Cookies do not give access to your electronic device or any other information about you.

### **All about you and your rights**

Under the General Data Protection Act 2018, you may request details of personal information which we hold about you. If you would like a copy of the information we have, please write to the email address below. Please be aware we may ask you to complete a request form to ensure you are who you say you are and understand exactly what information you need.

If you wish to change your mind having previously given permission to use your details for direct marketing purposes then simply let us know. We always have an opt out link on the marketing or newsletters we send.

If you have any queries about this privacy policy, please contact the Security Office at [info@henfrynfarm.co.uk](mailto:info@henfrynfarm.co.uk)

Last update: June 2018.