

PRIVACY POLICY



Newbridge Country Park

Last Updated: April 30, 2025

1. INTRODUCTION

Newbridge Country Park ("we," "our," or "us") is committed to protecting the privacy and security of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our property, use our website, make bookings, inquire about property purchases, or otherwise interact with us.

We understand the importance of your personal data and are committed to processing it responsibly and in compliance with applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. INFORMATION WE COLLECT

2.1 Personal Information You Provide to Us

We may collect the following types of personal information:

- **Identity Information:** Name, title, date of birth, gender, and photographic identification for security purposes
- **Contact Information:** Home address, email address, telephone numbers
- **Financial Information:** Payment card details, bank account information, and transaction data
- **Profile Information:** Username and password, bookings, purchases, preferences, feedback, and survey responses
- **Property Interest Information:** Preferences, budget, timeframe for purchases, and financing options
- **Communications:** Communications with us including emails, letters, telephone calls, and social media messages
- **Marketing Preferences:** Your preferences in receiving marketing from us and communication preferences
- **Vehicle Information:** Vehicle registration details for parking management
- **Health Information:** Information about disabilities or medical conditions where you request specific assistance

2.2 Information We Collect Automatically

When you visit our website or use our online services, we may automatically collect:

- **Technical Data:** Internet protocol (IP) address, login data, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform
- **Usage Data:** Information about how you use our website, products, and services
- **Location Data:** Approximate location derived from IP address
- **CCTV Footage:** For security purposes at Newbridge Country Park

2.3 Information from Third Parties

We may receive personal information about you from various third parties, including:

- Business partners and sub-contractors
- Advertising networks and analytics providers
- Credit reference agencies
- Property listing websites and booking platforms
- Social media platforms when you interact with us

3. HOW WE USE YOUR INFORMATION

3.1 Lawful Bases for Processing

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 contract, we are about to enter into or, have entered into with you

- 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
- Where you have given consent

3.2 Purposes for Processing

We use your personal information for the following purposes:

- To manage and administer your booking or property purchase
- To facilitate check-in and check-out processes
- To process payments and collect fees due to us
- To verify your identity and protect against fraud
- To provide customer support and respond to enquiries
- To improve our products, services, and customer experience
- To monitor and maintain the security of the property
- To communicate important information about your stay or property
- To send you marketing communications (when you have opted in)
- To maintain records and meet legal, regulatory, and compliance requirements
- To collect feedback and improve our services
- To personalise your experience with tailored recommendations
- To facilitate maintenance and emergency services

4. DISCLOSURE OF YOUR INFORMATION

We may share your personal information with:

4.1 Internal Parties

- Our employees and staff who need access to your information to perform their duties
- Affiliated companies within our corporate group

4.2 External Third Parties

- Service providers acting as processors who provide IT, system administration, payment processing, maintenance, and other services
- Professional advisers including lawyers, bankers, auditors, and insurers
- HM Revenue & Customs, regulators, and other authorities
- Third-party marketing partners (only with your explicit consent)
- Credit reference and fraud prevention agencies
- Law enforcement agencies when required by law
- Potential buyers or investors in the event of a business sale, merger, or acquisition

5. DATA RETENTION

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or 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 unauthorized use or disclosure
- The purposes for which we process your personal data
- Whether we can achieve those purposes through other means
- The applicable legal requirements

Specific retention periods:

- Booking information: 7 years after your last stay (for tax and accounting purposes)

- Property purchase information: 7 years after completion
- Marketing preferences: Until you opt out or withdraw consent
- CCTV footage: 30 days unless needed for investigation purposes
- Website usage data: 26 months

6. DATA SECURITY

We have implemented appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed. These measures include:

- Encryption of sensitive data
- Secure networks and servers
- Access controls and authentication procedures
- Regular security assessments and penetration testing
- Staff training on data protection and information security
- Physical security measures at our premises

We limit access to your personal data to employees, agents, contractors, and third parties who have a business need to know.

7. YOUR LEGAL RIGHTS

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

- **Right to be informed** about how we use your personal data
- **Right of access** to your personal data
- **Right to rectification** if your personal data is inaccurate or incomplete
- **Right to erasure** (the "right to be forgotten")
- **Right to restrict processing** of your personal data
- **Right to data portability** to obtain and reuse your personal data
- **Right to object** to processing based on legitimate interests, direct marketing, and processing for research or statistical purposes
- **Rights related to automated decision making and profiling**

To exercise any of these rights, please contact us using the details provided below. We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data.

8. COOKIES AND TRACKING TECHNOLOGIES

Our website uses cookies and similar tracking technologies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and allows us to improve our site.

Types of cookies we use:

- **Essential cookies:** Required for the operation of our website
- **Analytical/performance cookies:** Allow us to recognize and count visitors and analyse website use
- **Functionality cookies:** Enable website personalization
- **Targeting cookies:** Record your visit to our website, pages visited, and links followed

You can set your 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.

9. MARKETING COMMUNICATIONS

We may use your personal data to form a view on what we think you may want or need, or what may be of interest to you. This forms the basis for our marketing activities.

You will receive marketing communications from us only if:

- You have requested information from us
- You have booked a stay or purchased a property

- You have provided us with your details when entering a competition or registering for a promotion
- You have explicitly opted in to receive marketing communications

You can opt out of receiving marketing communications at any time by:

- Clicking the "unsubscribe" link in any marketing email
- Contacting our Data Protection Officer
- Updating your preferences in your account settings

10. CHILDREN'S PRIVACY

Our services are not directed at individuals under the age of 16, and we do not knowingly collect personal information from children. If we become aware that we have collected personal information from a child without verification of parental consent, we will take steps to remove that information from our servers.

11. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes to our practices or for other operational, legal, or regulatory reasons. The updated version will be indicated by an updated "Last Updated" date and the updated version will be effective as soon as it is accessible.

We encourage you to review this Privacy Policy frequently to be informed of how we are protecting your information.

14. CONTACT US

If you have questions about this Privacy Policy, or if you wish to exercise any of your legal rights, please contact our Data Protection Officer:

Data Protection Officer

Newbridge Country Park
Glasgow Rd, DG2 0LF
Dumfries,
United Kingdom

Email: sales@newbridgecountrypark.com
Phone: 01387 217032

14. COMPLAINTS

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.

15. SPECIFIC DATA PROCESSING ACTIVITIES

15.1 CCTV

We use CCTV around our property for security purposes. Footage is stored securely for 30 days unless needed for investigation or legal purposes. Signs are displayed to notify you where cameras are in operation.

15.2 Wi-Fi Services

When you use our Wi-Fi services, we collect technical information including your device MAC address, IP address, and browsing activity. This information is used for network security, service improvement, and compliance with legal obligations.

15.3 Lead Generation Forms

When you complete lead generation forms expressing interest in our properties, we collect information for marketing and property sales purposes. This information is stored securely and used to provide you with relevant property information.

15.4 Loyalty Programs

If you participate in our loyalty program, we collect and process additional information about your preferences and stays with us to provide personalised services and rewards.

15.5 Social Media Integration

Our website may include plugins for social media platforms. These platforms may receive information about the pages you visit on our site. Your interaction with these plugins is governed by the privacy policy of the social media platform.

15.6 Employee Data

If you apply for employment with us, we collect, and process personal information related to your application, qualifications, and employment history in accordance with our separate employee privacy policy.

This Privacy Policy represents our commitment to respecting and protecting your personal information while providing you with the highest level of service at Newbridge Country Park.