

PT Events Ltd (Trading as The Red Lion) privacy policy

We at The Red Lion 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.

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

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

By submitting your email address 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 hotel.

At any time, you can update your preferences by clicking the link in any emails you receive from us. The link will always be in the footer of the email. You can also stop receiving emails from us using that same link. If you don't have an email from us to hand and want to update your preferences, email us at jemma@pkinns.co.uk requesting any changes. 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, 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.

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.

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 –

<http://tools.google.com/dlpage/gaoptout>

Disclosing Information

We do not disclose any personal information obtained about you from this website to third parties.

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.