



THE ANCHOR

# PRIVACY POLICY

## Updated 24 May 2018

The purpose of this policy is to explain to you how we use the information we collect about you and to tell you about procedures that we have in place to safeguard your privacy. [www.theanchoroxford.com](http://www.theanchoroxford.com) is operated by Duke Hotels Ltd (United Kingdom Company Number Company Reg 0829 8531). You may contact us at the following address: Duke Hotels Ltd 2 Hayfield Road, Oxford OX2 6TT or email us at: [privacy@dukegroup.co.uk](mailto:privacy@dukegroup.co.uk)

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### PERSONAL INFORMATION

We collect personal information from you when you: (i) submit questions or material to us, (ii) book a room or a table on this website or over the phone or by email, (iii) purchase a gift voucher from us (iv) email us or post content on our social media pages or (v) enter one of our competitions (vi) sign up for our newsletter (vii) submit guest comment cards. The type of personal information we may collect (if applicable) includes the following: name, gender, user name, password, email address, postal address, phone number, and mobile number. Credit card information is held securely on a financial services approved location and cannot be accessed by us. All the information we collect from you is used to operate and improve the service we offer to you. We use such personal information collected through this website for the purposes of:

- providing a personalised service;
- enhancing the user experience of this website;
- conducting market research surveys;
- fulfilling room and table bookings;
- recording your full purchase history;
- running features that incorporate submissions to the website or social media;
- running competitions; and
- providing you with information about, and access to, products and services we offer.

We will not rent or sell your name, address, email address, payment card information or personal information to any third party without your permission.

## NEWSLETTERS

We may offer free newsletters to share information with you about the website, about us and our affiliates and subsidiaries, or about our business partners and advertisers and sponsors. You may receive a newsletter either by registering for a particular newsletter or in conjunction with a special feature or membership for which you have registered on the website. You may cancel your free email subscription by following the instructions provided on the website or, in some instances, in the designated area of certain newsletters or emails.

We will not send you our own promotional emails without your consent. Any promotional email that you receive from us will also allow you to unsubscribe to further email promotions if you decide at a later stage that you no longer wish to receive emails with news and special offers from The Anchor.

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## DATA PROTECTION

Your personal information will be stored at facilities located in the UK. Duke Hotels Ltd will have no liability for disclosure of information due to errors in transmission or unauthorised acts of third parties. In addition, we may disclose any information, including personally identifiable information, to comply with any applicable law, regulation, legal process or governmental request. We will also release specific information in special cases, such as if there is an attempted breach of security or a physical threat to you or others.

We treat your personal information as confidential, complying with the General Data Protection act 25 May 2018. The personal information that we hold about you will be accurate and up to date. You can check the information that we hold about you by sending us an email at [privacy@dukegroup.co.uk](mailto:privacy@dukegroup.co.uk). If you find any inaccuracies we will delete or correct them promptly. The personal information that we hold about you will be held securely in accordance with our internal security policy and the law.

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## SERVICE PROVIDERS

We may retain other companies and individuals to perform functions on our behalf in relation to the purposes set forth in this privacy policy. Examples include credit/debit card validation and authorisation agencies, data analysis firms, customer support specialists, webhosting companies, and fulfilment companies (e.g. companies that coordinate mailings). Such third parties may be provided with access to your personal information if needed to perform their functions, but may not use such information for any other purpose.

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## COMPETITIONS AND SURVEYS

From time to time we may provide you the opportunity to take part in competitions or surveys on our website. If you participate, we will request certain Personal Information from you. Participation in these surveys or competitions is completely voluntary and you therefore have a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and address). Your personally identifiable information may be used to contact you for winner notification, prize delivery confirmation or other related purposes.

We may ask your permission to allow us to post publicly some of your information on the website, such as on a winner's page, in the event you win a competition or sweepstakes. Except as required by applicable law, we will not post your information without your permission. We may decide to use a third party service provider to conduct these competitions or surveys. Any such company will be prohibited from using our users' Personal Information for any other purpose unless you give your consent.

The name of any such company will be visible on any page where you are invited to part with your information or views.

We will never share the personally identifiable information you provide through a competition or survey with other third parties unless we give you prior notice and choice. In those cases where we are not the operator or host of the competition or sweepstake, we have no control over the information collected and accordingly urge you to review the advertiser's or sponsor's privacy policy applicable to the competition or sweepstakes before participating.

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## LINKS

The Anchor website may contain links to or from other websites which are not under our control nor maintained by us. This privacy policy applies only to the information that we collect on this website. Links are provided for your convenience only and we are not responsible for the content of those sites. We encourage you to read the privacy policies of the other websites you link to from our website.

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## CHILDREN

The Anchor website (theanchoroxford.com) does not knowingly collect information from children. If a child has provided us with personally identifiable information, a parent or guardian of that child may contact us if they would like this information deleted from our records. We will use reasonable efforts to delete the child's information from our databases.

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## COOKIES

We do not collect cookies on our website.

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## NOTIFICATION OF CHANGES

We may revise this Privacy Policy from time to time. If we decide to change our Privacy Policy, we will post the revised policy here. As we may make changes at any time without notifying you, we suggest that you periodically consult this Privacy Policy.

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## JURISDICTION

This privacy policy shall be construed in accordance with the laws of The European Union GDPR 25 May 2018.

If you have any questions about this section of the Website, please do not hesitate to contact us at;

**privacy@dukegroup.co.uk**