



**Cheese
Market**
Hay-on-Wye

Privacy Policy

Last updated 25 May 2018

The Hay on Wye Community Enterprise CIC, which manages the Hay Cheese Market, is committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

By contacting us, using our services or visiting our website(s), you are accepting and consenting to the practices described in this policy unless you inform us otherwise.

Information we collect from you

We may collect and process the following data about you:

Information you give us

You may give us information about you by filling in forms on our site or by corresponding with us by phone, e-mail or otherwise. This includes information you provide if you register to use our site, subscribe to our service, participate in discussion boards or other social media functions on our site, enter a competition, promotion or survey, and when you report a problem with our site. The information you give us may include your name, address, e-mail address and phone number and any special information you, or we, deem pertinent to your enquiry or use of our services.

Information we receive from other sources

We may receive information about you from third parties such as online travel agents (we currently use www.the-cottage-company.co.uk and www.airbnb.co.uk) or booking engines. When that data is collected from you by them, you should be informed by those third parties at that stage that your data will be shared with us, and may be shared internally by us, and that you may be contacted by us in relation to your use of our services. Please contact the third parties directly for details of their Privacy Policies.

We may currently, or in the future, also work with other third parties, such as, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, and may receive information about you from them.

Website and Cookies

Our website, www.haycheesemarket.org, is hosted by Squarespace, an online website software and hosting company. Squarespace use cookies to help run our website effectively and provide the best experience for our users. Cookies are small pieces of data that websites store on a device. Cookies can improve users' browsing experience because they help websites remember preferences and understand how people use different features. By default, Squarespace obtains information about users of our website for Squarespace Analytics by using Analytics and Performance Cookies, which tell us how users interact with our website. To read more about Squarespace's privacy policy please see its website: <https://www.squarespace.com/privacy/>. By continuing to browse our website, you are agreeing to our use of cookies. Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive, they should take the necessary steps within their web browsers security settings to block all cookies from our website and its external serving vendors.



**Cheese
Market**
Hay-on-Wye

To enable us to monitor the usage of our website and the success of our marketing, we use Google Analytics, who use a variety of cookies. These are used to track visitors and collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. You can read Google's privacy policy here for further information <http://www.google.com/privacy.html>.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

Social media platforms

The Cheese Market uses several social media platforms (currently Facebook, Twitter and Instagram) to update, market, and engage with online audiences about our services and general information we deem to be of interest. Communication, engagement and actions taken through external social media platforms that our website and it's staff participate on, are custom to the terms and conditions, as well as the privacy policies, held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate/engage upon them with due care and caution in regard to their own privacy and personal details. We will never ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact us directly via phone or email or some other means.

The Cheese Market may share social media content of third parties it deems of interest or relevant to our services. Before opening any third party social media, users are advised to use their discretion and do so at their own risk.

Please see individual social media platforms for their privacy policies.

Disclosure of your information

We will never share your personal information. However, there may be exceptional circumstances where this may be necessary: with our suppliers and sub-contractors for the performance of any contract we enter into with them to allow us to provide services to you (such as a contractor who needs to fix something during your use of our services); if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use or terms and conditions of supply of services and other agreements; or to protect the rights, property, or our safety, the safety of our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

We use accommodation agents to promote our business. We currently use Airbnb and The Cottage Company, who promote our property on our behalf, take payment from guests for any bookings made via their websites, and contact guests with information about their visit to our property. Both Airbnb and The Cottage Company pass basic personal information and contact details to us, such as guest name, town, phone and email address, so that we may effectively liaise with guests regarding their stay at our property. We will only keep data passed to us from accommodation agents for as long as it is deemed necessary or useful for the use of our services. We will never send unsolicited marketing correspondence.

Financial information

Our accommodation agents process payments for bookings made via their websites. Guests can also make online bookings of the Cheese Market via www.haycheesemarket.org, using the online booking calendar. This calendar is provided and operated by The Cottage Company. The Cottage Company



**Cheese
Market**
Hay-on-Wye

takes payment for bookings made via www.haycheesemarket.org. We never receive the financial or payment details of guests from our accommodation agents, whether the booking has come from the accommodation agents' website or from the www.haycheesemarket.org website.

For direct bookings from guests via phone or email, guests are asked to transfer funds securely via their personal online banking service. All banks will have a privacy and security policy. Please contact your bank directly for details of their privacy and security policies.

Where we store your personal data

We will take all steps reasonably necessary to ensure that the data that we collect from you, either through contact made with us directly via phone, email or otherwise, or from 3rd party accommodation agents, is treated privately, securely and in accordance with this privacy policy until such a time that it is no longer required or has no use, as detailed in the Data Protection Act 1998. Your data will never be sold or passed to third parties, or used for unsolicited marketing from us, unless express permission has been sought from you.

Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will ask for your permission before collecting your data if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. If you have given us permission to disclose information about you to a third party, you may revoke that permission at any time by contacting us on info@haycheesemarket.org or 01497 821 403.

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Data retention

We will not store your data for any longer than is necessary. If you are a user of our services, then your information will be held for as long as you continue to use our services.

If you cease to use our services, your personal data will be anonymised for statistical purposes shortly after you stop using our services.

Changes to our privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to info@haycheesemarket.org.