

THE DRUNKEN DUCK INN & BARNGATES BREWERY

Privacy Policy

Effective Date: Wednesday 28th May 2025

Last Updated: Wednesday 28th May 2025

Hotel Name: The Drunken Duck Inn

Registered Address: Barn gates, Ambleside, Cumbria LA22 ONG

Email: info@drunkenduckinn.co.uk

Phone: 01539436347

1. Introduction

The Drunken Duck Inn (“we”, “our”, “us”) respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, and protect your personal data when you interact with our hotel services, website, or booking system, in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

2. Who Controls Your Data

The Drunken Duck Inn is the **Data Controller** for the personal data you provide when booking a room, contacting us, or using our services.

We use **Guestline Ltd.** as our **third-party booking and property management system provider**. Guestline acts as a **Data Processor**, processing your data on our behalf under strict contractual agreements.

Guestline Privacy Policy: <https://www.guestline.com/privacy-policy/>

3. What Data We Collect

We may collect and process the following types of personal data:

a. Booking and Stay Information

- Name, title, and contact details (email, phone number, address)
- Booking details (check-in/out dates, room preferences)
- Payment details (cardholder name, payment method)
- Guest identification (passport or ID, if legally required)
- Special requests, including accessibility or dietary needs

b. Technical Information

- IP address
- Device type, browser type, operating system
- Website interaction data (via cookies and analytics tools)

c. Marketing Preferences

- Subscription status for emails, newsletters, or promotions
- Communication preferences

4. How We Use Your Data

We use your personal data to:

- Process and manage reservations
- Communicate with you before, during, and after your stay
- Provide services and respond to requests
- Personalise your experience at the hotel
- Improve our services and website
- Send promotional offers or updates (only with your consent)
- Meet legal and regulatory obligations (e.g. guest register requirements)

5. Legal Bases for Processing

We process personal data under the following lawful bases:

- **Contract** – to process bookings and provide services
- **Legal obligation** – to meet regulatory and public health obligations
- **Legitimate interest** – to improve guest experience and ensure safety
- **Consent** – for marketing communications and special category data (e.g. dietary or medical info)

6. Who We Share Your Data With

We may share your data with:

- **Guestline Ltd.** (booking and PMS platform)
- Payment processors (e.g. for credit card payments)
- IT and support service providers
- Legal or regulatory authorities (if required by law)
- Third-party service providers offering experiences or bookings at your request

All third parties are bound by contractual obligations to handle your data securely and only for specified purposes.

7. International Transfers

If your data is transferred outside the UK (e.g. through Guestline's cloud-based services), appropriate safeguards are in place, such as Standard Contractual Clauses (SCCs) or adequacy decisions.

8. Data Retention

We retain personal data only as long as necessary to fulfil the purposes for which we collected it, including:

- Guest records: 6 years (for accounting and legal compliance)
- Marketing records: until consent is withdrawn or data is no longer needed
- Website analytics: typically anonymised and retained for 12-24 months

10. Your Rights

Under UK data protection law, you have the right to:

- Access the personal data we hold about you
- Request correction or deletion of your data
- Object to or restrict certain types of processing
- Withdraw consent (where applicable)
- Data portability (where processing is based on consent or contract)
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise your rights, contact us at info@drunkenduckinn.co.uk

ICO Website: <https://ico.org.uk> | Phone: 0303 123 1113

11. Updates to This Policy

We may update this policy occasionally. The most current version will be available on our website and the effective date will be noted at the top.

12. Contact Us

If you have any questions about this privacy policy or how we handle your data, please contact:

The Drunken Duck Inn

Barngates, Ambleside, Cumbria LA22 0NG

Email: info@drunkenduckinn.co.uk

Phone: 01539436347

Website: www.drunkenduckinn.co.uk