



## PRIVACY POLICY & COOKIES

At Brucefield Estate ("us", "we", or "our") we create many very special moments for our visitors with our mix of luxury accommodation, nature and heritage. Your privacy matters to us, so please do read the below if you have any queries.

### OUR PRIVACY COMMITMENT TO YOU, IN BRIEF:

- To respect your privacy.
- Any information we hold about you will be processed fairly and lawfully.
- To hold your data securely and only for as long as required.

This policy is to describe what personal data we collect about you, how and why we use it, who we disclose it to, and how we protect your privacy.

Brucefield Estate is a family Trust registered in Scotland and Victoria Bruce-Winkler is the managing trustee. We are a 420 hectare mixed farming and woodland estate in Clackmannanshire, central Scotland.

#### 1. What information do we collect?

We collect data in different ways to ensure we can offer our Estate services to you in a professional manner.

- **Booking details:** your first & last name, title, date of birth and gender. Your contact information including address, email address and telephone numbers.
- **Transaction and financial data** - our third-party booking software is provided by [SuperControl Ltd](#) who store and encrypt all payment information. We keep records of payments to and from you and other details of products and services you have purchased from us.
- **Enquiry Data** - includes data you provided to us with when you contact us for customer service assistance.
- **Marketing and Communications Data** - includes your preferences in receiving marketing from us and our third parties and your communication preferences including eg electronic newsletters.

#### 2. How do we collect your information?

We use different methods to collect data from and about you including:

- Direct interactions:
- When you provide us with the kinds of data listed above by filling in forms or by corresponding with us by post, phone, email, web or otherwise. This includes personal data you provide when you:
  - Enquire about or book our products or services

- Contact us by phone or email
- Submit website contact forms
- Request marketing to be sent to you
- Enter a competition, promotion or complete a survey
- Speak with us at an event, tradeshow or networking event
- Interact with Brucefield Estate through social media channels
- Give us some feedback

### **3. We will use your data to**

- Provide you with the services, products or information you have asked for.
- 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.
- Send you information about Brucefield Estate products and services we believe are most relevant to you. And to keep you updated on special offers, services and new developments in our business or if you have subscribed to receiving news or offers.
- Keep a record of your hospitality relationship with us.
- Understand how we can improve our services or information.

### **4. Data retention**

We will retain your personal data for only as long as it is necessary for the uses set out in this Privacy Notice and/or to meet legal and regulatory requirements. After this period, we will securely erase personal data. If data is needed after this period for analytical, historical or other legitimate business purposes, we will take appropriate measures to anonymise this data.

### **5. Disclosure of your information**

We will not disclose any of your information to anyone outwith the Management Team at Brucefield Estate.

### **6. Deleting your personal information**

If you would like us to delete any of your personal information please email [info@brucefieldestate.scot](mailto:info@brucefieldestate.scot)

### **7. Access to information**

If you would like access to see what information we store about you and your booking, we can provide this to you for a fee of £10. We are fully compliant with the Data Protection Act of 1998.

### **8. Changes**

We may revise this Privacy Policy from time to time. Any changes will be updated on our website [www.brucefieldestate.scot](http://www.brucefieldestate.scot)

If you have any questions please contact us on [info@brucefieldestate.scot](mailto:info@brucefieldestate.scot)

## WHAT IS A COOKIE AND WHY ARE THEY USED?

### **What is a Cookie?**

Cookies are small text files that are stored on your browser or the hard drive of your computer or other device when you visit the Brucefield Estate website (Site). This allows the Site to recognise you as a user either for the duration of your visit (using a 'session cookie') or for repeat visits (a 'persistent cookie'). They are not harmful and do not contain any personal information such as your home address, date of birth or credit card details.

### **Why do we use Cookies?**

Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

Cookies also allow us to record the areas of the Site that you have visited, products you have viewed, and time spent browsing, as well as the products you have purchased. Brucefield Estate uses this information to help make our Site more user friendly, develop our Site design and to continuously improve the quality of the service we provide. By understanding this information, we can improve and enhance the customer journey in the future.

### **Opting out of accepting Cookies**

If you choose not to allow the use of cookies, your experience of our Site will be limited and many integral functions of the Site, may appear broken because of the way our Site operates. Please understand that your experience may not be as smooth or as enjoyable as we aim to deliver to all of our visitors though the overarching Site will continue to work.