

The Gresham Aparthotel Privacy Policy

Our contact details

Name: The Gresham Aparthotel

Address: 36 Market Street, Leicester, LE1 6DP

Phone Number: 0116 243 7666

E-mail: reservations@thegreshamaparthotel.com

The type of personal information we collect

We currently collect and process the following information:

- Identity Data such as title, first name and last name,
- Contact Data includes email address and telephone numbers,
- Technical Data includes internet protocol (IP) address, your login data, browser type and versions, operating system and platform and other technology on the devices you use to access this website,
- Usage Data includes information about how you use our website, products, and services,
- Marketing and Communications Data includes your preferences in receiving marketing from us.

How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Direct interactions – You may give us your identity, contact and financial data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes Personal Data you provide when you:
 - Sign up to our Priority Club mailing list
 - Make a booking or an enquiry
 - Contact us

We also receive personal information indirectly, from the following sources in the following scenarios:

- Automated technologies or interactions – As you interact with our website or receive our marketing emails, we may automatically collect technical data about your equipment, browsing actions and patterns. We collect this information by using cookies and other similar technologies.

- Third parties or publicly available sources – We may receive Personal Data about you from various third parties and public sources as set out below:
 - Technical data from the following parties:
 - analytics providers, such as Google based outside the EU,
 - search information providers, such as Google based outside the EU.

We will only use your data in circumstances where the data protection legislation allows us to. Most commonly, we will use your Personal Data in the following circumstances:

- a) Where we need to comply with a legal obligation, or
- b) Where we have received your information and specific consent to do so.

Legal Obligation

As an organisation we have various regulations and legal obligations we must comply with, e.g.;

- Notifying you of changes to our terms and this privacy policy,
- To administer and protect our business, and this website (including troubleshooting, data analysis, testing, system reporting and hosting of data).

Legitimate Interest

Where we, or a third-party, have a legitimate interest, ensuring that those interests are balanced against your data and privacy rights and freedoms. This includes:

- To provide you with information about:
 - latest offers and developments.
- Using data analytics to;
 - to keep our websites updated and relevant,
 - monitor customer relationships and experience,
 - understand engagement with our marketing communications and events.
- Delivering a personalised approach to our website functionality and content,
- Using photographs on social channels and within marketing materials.

We will only use your data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason, and that reason is compatible with the original purpose. If we need to use your data for an unrelated purpose, we will notify you in advance, explaining what we intend to do and providing you an opportunity to object.

Opting out

All marketing communications will contain an unsubscribe option however you may change any of your consent preferences at any time by contacting us on 0116 243 7666, by email to reservations@thegreshamaparthotel.com

We may share this information with:

- External suppliers who provide and/or help us operate our IT systems. We will only do this subject to strict contractual obligations and ensure the continued security of your information,
- Financial organisations for purposes such as payment processing, and refunds under the performance of or in readiness of a contract with you,
- To marketing providers carrying out marketing activities on our behalf.

When we share your Personal Data with any third party, we enter into a contract with them requiring strict adherence to our policies and ensuring your Personal Data is kept secure, is only used for clearly defined purposes, and are then deleted in accordance with our data retention requirements.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- Your consent. You are able to remove your consent at any time. You can do this by contacting 0116 243 7666 or reservations@thegreshamaparthotel.com