

## **Site Privacy Policy**

This privacy policy sets out how Bow House Ltd uses and protects any information that you give Bow House Ltd when you use the Hello tourism websites.

Bow House Ltd is committed to ensuring that your privacy is protected. When you email accommodation providers on the site, your email goes directly to them. A copy of each enquiry is also sent to us so that we can compile summary information to monitor the performance of the site.

### **What we collect**

We may collect the following identifying information:

- the name of the accommodation provider which is being emailed
- contact information of the sender including name and email address

### **What we do with the information we gather**

Bow House Ltd uses the data we collect to check how many enquiries each of our accommodation providers receives, and to prepare reports and analysis of traffic to, from, and on our website to check the performance of the site.

We also check to ensure that the site is not being misused and that inappropriate emails are not sent to accommodation providers.

We do not collect any financial information about users and we do not pass any information to third parties.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### **How we use cookies**

A cookie is a small file which is placed on a computer's hard drive by a website. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. Cookies do not give us access to your computer or to any personal information about you, other than the data you choose to share with us.

We use traffic log cookies to identify which pages are being used - the site a visitor finds us from, the pages visited whilst on our site, and which site they go to on leaving our site. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and the data is then removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not.

Depending on your browser setting, you may have to give permission for cookies to be downloaded from our website. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. Please note: if you set your browser settings to reject cookies you may not be able to take full advantage of the website.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Bow House Ltd may change their privacy policy to conform with legal requirements. If they do so, they will update this page. If you have any concerns about privacy issues please check this page before emailing establishments. This policy is effective from 14 April 2010.