



Great Northern Hotel

Privacy Policy

Who manages this website?

This website is managed by The Great Northern Hotel (UK) Ltd Marketing division.

Changes to this policy

This privacy policy will change from time to time as we develop the range of services on the website. When this privacy policy changes, we will place an updated version on this page. Regularly reviewing this page ensures that you are always aware of what information we collect, how we use it and under what circumstances, if any, we will share it with other parties. You should always check the privacy policy before using this site, even if you have visited it in the past. This ensures that you will be aware of any changes. Changes to our privacy policy do not affect information we already hold about you. This statement was last updated on 12 October 2009.

The Data Protection Act

Under the terms of the Data Protection Act 1998, we have a legal duty to protect any information we collect from you. We use leading technologies and encryption software to safeguard your data, and keep strict security standards to prevent any unauthorised access to it. It will not be disclosed to any other organisations unless you give explicit permission, or there is a legal obligation to do so.

What information do we collect?

Information that you provide for specific purposes, eg. email address, mailing address, contact information, individual accommodation or specific requirements.

Website usage information

We collect website usage information to help us:

- assess the effectiveness of marketing campaigns
- improve the usage of the website
- improve the design of the website and
- make it more usable for you

We collect website usage from a number of sources:

a) Via our web server.

URLs passed to us when you enter our site. "Tags" placed in web pages that run a small piece of javascript (sometimes also a java applet) on your machine and send information to us or our contract partners (see below for more on javascript and java applets).

b) Some data entered by you on forms on the website, but none in a form that can be traced back to an individual. In web usage information, postcodes are used to measure regional demographics, but are truncated to exclude the last two characters so that they are not traceable back to you.



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c) A selection of Internet Service Providers and a selection of Search Engine Companies.

In all cases, website usage information excludes any information that can be traced back to you, so is non-personal in the meaning of the Data Protection Act.

IP Addressses

We use IP addresses to analyse trends, track users' movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

Cookies

Cookies are small files that are often created when you visit a website, and which are stored in the cookie directory of your computer. A cookie often includes an anonymous unique identifier. Cookies do not damage your computer. Each website can send its own cookie to your browser if your browser's preferences allow it, but (to protect your privacy) your browser only permits a website to access the cookies it has already sent to you, not the cookies sent to you by other sites. You can decide if you want to accept cookies by changing the settings on your browser to either accept all cookies, reject all cookies, or notify you when a cookie is set.

There are two types of cookie. Persistent cookies remain on your computer for a specified time, like six or 12 months. We use persistent cookies to collect website usage information for use as described above. These cookies contain no personal information and cannot be used to identify you.

Session-specific cookies are deleted when you leave the website. We use session cookies for the following purposes:

- to hold the information given while using an interactive tool on the website
- to hold your details when you are logged into the site
- to hold your search criteria while you are doing a search of the website
- to collect website usage information for use as described above - website usage
- information cookies contain no personal information and cannot be used to identify you

Javascript

We use Javascript, a simple web scripting language, for interaction with users. We also employ it to collect anonymous web usage information for the purposes described above. Javascript can be used to launch java applets.

Java applets

We may use Java applets, which are small programs, to collect anonymous web usage information for the purposes described above. You can disable this technology by turning off Java support in your browser, with no ill effect on your use of the website.

Information collected from our website via any of the mechanisms described above is used solely for the purposes of improving the quality of the website and reporting general statistical information. None of the information above can be related to an individual user of the website.



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Personal information

In some cases, we do use personal information about you, but only information that you provide. The personal information you provide is held on our database or in paper format for the specific purpose for which it was provided to us. The details you provide will be used by us or our agents to increase our understanding of your needs and to provide you with relevant information. In accordance with the Data Protection Act 1998, details will not be passed to a third party without your permission. There is one section on the site where you will be asked for contact details:

'Contact Us' - Completion of the online accommodation booking form.

Linking to other websites

This privacy policy applies only to our website. We are not responsible for the privacy practices within any other websites. We encourage you to read the privacy statement on any other website which collects personal information.

Right to request information

You have a right to request a copy of any personal data held by The Great Northern Hotel (UK) Ltd at any time, in order to check its accuracy. If you wish to do this, please write (explaining that your interest is in personal data maintained by The Great Northern Hotel (UK) Ltd) to:

Miss L Blewett
Hotel Director
The Great Northern Hotel (UK) Ltd
Station Approach
Peterborough
PE1 1QL