

PRIVACY POLICY

1. General

GLOBAL ML LTD understands that customers care about the use and storage of their personal information and data and we value your trust in allowing us to do this in a careful and sensible manner.

We have created this privacy policy statement in order to demonstrate our commitment to the privacy of our customers. By using GLOBAL ML LTD, our website, our telephone reservations line and any other GLOBAL ML LTD service, you are consenting and agreeing to the practices outlined in this statement. GLOBAL ML LTD will always handle information in compliance with the Data Protection Act (1998).

2. What personal information do we collect?

We may collect the following information about you:

- Contact details including title, name, postal and email addresses, postcode, contact telephone numbers;
- Business information, such as employer details and job title, particularly from our corporate customers;
- Transaction information, including payment and reservation and booking details;
- Purchase history, activities on site (e.g. food purchases, use of car park, telephone) and the date(s) of your stay;
- Registration information, including your room and other expressed preferences;
- Customer communication preferences;
- Customer feedback;

Please note in some instances we may collect or be provided with personal information which is sensitive, such as your:

- Nationality (as recorded on your passport);
- Health and/or medical information (where this relates to your preferences, special requests or needs).

We may supplement the information that you provide to us with information from trusted third parties (i.e. High level Software, Booking.com, Laterooms, Expedia) for the purposes outlined in this privacy policy.

Where you book accommodation for other people, we may ask you to provide the above information about them (e.g. we will usually ask for the title, first name and surname, e-mail address and nationality of a person for each room that you book for identification purposes). You should only provide us with information about other people if you have their permission to do so.

3. How do we collect information?

We collect your data and personal information in the following ways:

- **Reservation request:** when you book a room, a table in the restaurant or a function (either directly, over the telephone, by email, by facsimile or via our online forms) we will collect all necessary information to process your booking and accommodate your request.

- **Registration:** when checking into the hotel, we will ask you to fill out the registration card, check the details and sign it
- **Online Guest Reviews and other Feedback:** You may provide us with personal information when giving feedback regarding your stay at, or experiences of, our services and products either online on sites such as Tripadvisor, Google, Booking.com or Laterooms.
 - **Careers:** We may collect personal information in order to consider and process any enquiries or applications regarding job vacancies.
 - **CCTV cameras:** We also use closed circuit television cameras in the public areas of the hotel, which may capture images of you.

By using our Website, you expressly consent to us processing your information for the purposes for which this information was collected (as described in this section of the Policy) and contacting you by email, telephone or any other electronic means.

4. How will we use your information?

We may use your information for the following purposes:

- To continually improve your customer experience.
- To process bookings and payments, communicate with you about bookings, products, services and promotional offers, update our records, and recommend products and services that might be of interest to you.
- To provide you with requested information or correspondence, such as a response from us to an enquiry made by you.
- To send you details of your new, amended or cancelled booking usually via email
- To contact you in the event of a change that affects your booking or any data or personal information you have provided us with, such as changes to terms and conditions of booking or this privacy policy.
- With your permission, your contact details may be used to supply information to you by telephone, email or post, about our company and to send you occasional promotional material, such as information about special offers which we think you might find valuable. If you do not agree to receive this information, you may opt out from receiving future information at any time; see the opt out section of this policy.

5. Third parties

Where personal information is processed on our behalf by third parties (such as for the purposes of processing your room booking), we put measures in place to keep your information secure.

Our Digital Channels contain links to other websites, mobile sites and apps. This privacy policy only applies to our channels. When you link to other websites, mobile sites or apps we are not responsible or liable for them. You should read the privacy policies for those linked sites or apps before you submit any personal information to them.

6. Cookies

A cookie is a small piece of data sent from a website and stored on the user's computer by the user's web browser while the user is browsing.

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org.

Cookies are available in two different formats:

First-party cookies - First-party cookies are those set by a platform that is being visited by the user. We do not use first-party cookies

Third party cookies - These are cookies set by another website in order for tools provided by them to function. At times our website will contain snippets of content from external sources such as Facebook, Twitter, Tripadvisor or Google Maps. You can disable these cookies (see below), but it may cause the tools to stop working properly.

7. Security of your information

We follow strict security procedures to ensure that all Personal Information is secured and protected from misuse, interference, loss and unauthorised access, modification and disclosure.

Such procedures include:

- PCI compliance
- Physical security over paper-based and electronic data storage and premises
- Computer and network security measures, including use of firewalls and password access.
- Restricting access to your personal information to designated employees who are authorised and on a 'need to know' basis;
- Retaining your personal information for no longer than it is reasonably required, unless we are required by law to retain it for longer
- Confidential documents like credit card slips and booking information are shredded and placed in opaque bags, so as to not draw attention to what's inside.

8. Your consent

By using our website you consent to the collection, storage and processing of your personal information by us in the manner set out in this privacy policy. Should we change our privacy policy, we will post the changes on this website so that you are always aware of what information we collect, how we use it and under what circumstances we disclose it.

9. Updating, Maintenance and Accuracy of your Information

We do our best to ensure that all information held relating to you is kept up-to-date, accurate and complete.

In this regard, we also rely on you to notify us if your information requires updating or deleting. We will respond to requests from you to so update or delete your information in an efficient and timely manner.

10. Opt out/Data quality/Access

We will always ask your permission before sending you electronic marketing information. This ensures you only receive information you have given us permission to send and are willing to receive.

It is possible, if you have given us your permission to receive a type of electronic marketing communication, to alter your preferences at any time.

Promotional e-mails provide a link at the end of the e-mail to unsubscribe from that service.

Please note that it is not possible to 'opt-out' of receiving communication from us which relates to your bookings. This ensures we can always contact you in the event of a circumstance which affects your stay with us.

For the purposes of the Data Protection Act (1998), the controller of all information collected on this website is:

Data Controller
GLOBAL ML LTD
108 St Mary Street
Cardiff CF10 1DX

If you wish to view, delete or amend any of the information we hold on you, this can be done by contacting us in writing at the address provided above. We will not charge for amending or deleting personal information, but may charge for viewing information held on you as specified in the Data Protection Act (1998)

11. Legal issues

This is a United Kingdom website and is subject to the laws of England and Wales and any disputes will be decided only by the courts of England and Wales. GLOBAL ML LTD will disclose personally identifiable information without your permission when required by law or, in good faith belief, that such action is necessary to investigate or protect against suspected criminal activities to GLOBAL ML LTD guests, visitors or property (including this site) or to others.

Registered Name: GLOBAL ML LTD

Registered address: 7, Tredegar Chambers, Bridge Street, Newport, NP20 4AQ

Registered Company number: 11803185

Place of registration: England and Wales

VAT registration number: 990452796

Trading as: ML Lodge

Address: 108 St Mary Street - Cardiff CF10 1DX - Wales

Telephone number: 029 20373510

Email: mlodge108@gmail.com

12. Contact us

If you require further information or have any questions regarding this Privacy Policy, then please contact us.