



## **Privacy Policy**

At West Dorset Leisure Holidays, we are committed to protecting the privacy of your data. We collect certain information when making a booking with us or registering your details, such as your phone number, postal address and email address. We will not share your personal information to third parties without your consent and will always respect your privacy and any personal communication between you and ourselves. We will always comply with any data protection legislation currently in force.

We may collect information about you:

- When you make a booking through our website or an OTA such as Pitch Up or Michael Paul Holidays
- Through sign up forms for Holiday Home Sale Enquiries
- Through lead generation forms on Social Media
- When you request a brochure from us
- When you enter competitions and respond to surveys
- When you contact us for any purpose

How we use this information:

- When making a booking, to perform any of the following activities: accounting, billing and auditing, credit or other payment card verification, security and general administration
- To communicate with you regarding your booking or other activity
- For direct marketing where you have confirmed that you wish to receive correspondence from us
- For customer profiling, research, analysis and activities
- To notify you about changes to our service
- For managing complaints and disputes

If you have provided us with personal data, you are giving your explicit consent for West Dorset Leisure Holidays to collect, process, disclose, transfer or store it so we can fulfil your requirements. Your sensitive personal data will not be disclosed to third parties. You are responsible for ensuring that other members of your party are aware of our privacy policy. Your personal information may be used by West Dorset Leisure Holidays to contact you by post, phone, email or electronic messaging services with information about products and services (including discounts and special offers) we think may be of interest to you. We may also use your information to keep you up to date about special offers and promotions via social media.

If you want to change the consents you have given to West Dorset Leisure Holidays, you can do this at any time by contacting us directly:

- By email – [marketing@wdlh.co.uk](mailto:marketing@wdlh.co.uk)
- By post – West Dorset Leisure Holidays, Highlands End Holiday Park, Eype, Dorset, DT6 6AR
- By phone – 01308 422139

We will endeavour to update your record as soon as we possibly can.