

Best Western Invercarse Hotel and Best Western Woodlands Hotel are owned by Redwood Leisure, the Trading name for each hotel is Redwood Invercarse Ltd. And Redwood Woodlands Ltd. We want you to be familiar with how we collect, use and disclose Personal Data (as defined below). This privacy policy explains how we use any personal information we collect about you, and your rights to access and correct the personal information we hold about you. This policy applies to the collection, use and disclosure of such information.

1. What personal information we collect and how will it be used?

We may collect the following information about you:

- Contact information, including title, name, postal and email addresses, telephone numbers
- Business information, such as employer details from our business guests.
- Transaction information including payment details and reservations details and booking details.
- Forms – we may ask for information from you regarding a booking including information necessary to fulfil special requests. We also ask you to complete a registration form when you arrive including your room and other preferences.
- Guest stay information – dates of your stay, parking, goods and services purchased; also, when you contact us by email, phone or via the website we keep a record of the correspondence.
- Best Western Rewards® loyalty program member information and member number. For further information see [Best Western Rewards](#).
- Feedback – we may ask you to complete optional surveys via BW Medallia for research purposes.
- Website visits – we may use the details of your visits to our site including any pages you may access.
- CCTV we operate CCTV and card key security systems.

We may add to the information you provide us with information from trusted third parties (including travel agencies, distributors and third party booking engines) for the purposes outlined in this privacy policy.

2. We collect Personal Information through:

- Reservations and from any third parties booking with the hotels including Online Travel Agents like Best Western, Expedia, Booking.com etc.
- Social media channels (e.g. Facebook, Twitter, Instagram);
- When you otherwise voluntarily provide it to us, including in connection with Best Western Rewards loyalty program.

3. We may use the information for the following purposes:

We use the data we collect to provide an experience and service that is responsive to guests needs and individuals interacting with our website. We may collect, use and disclose personal data for one of the following purposes:

- To fulfil reservation requests, we will use the data you or a third party has supplied to us on your behalf to secure your reservation; and for administration and management of room and restaurant bookings at the hotel.

- [Best Western Reward Membership Programme](#) – when requested we can subscribe guests to the BW Rewards Membership programme. This programme is operated by Best Western International and the personal data is used, stored and processed as described in the Best Western International’s Privacy Policy
- Administrative and communications to send you information regarding our website or administrative information (eg.reservation confirmations or cancellations, or all pre-stay and post stay emails, or any information about your reservation).
- Sending you marketing communications to inform you of products, services, events and special offers that might be of interest to you. We always offer you the opportunity to decline to receive some or all these communications every time we send them or update your preferences.
- Administration and management of our competitions and other marketing or promotional activities. We ask you for certain personal data when you enter or participate in such a promotion, and if applicable win a prize, we use such data to administer that promotion. Your participation in any such promotions is voluntary and you should review the rules, it is your choice to disclose your personal data, promotion rules will clearly state that participation will involve the winners name being disclosed.
- To conduct or facilitate surveys and to ask for your responses to questionnaires to provide better products and services to guests and site visitors. Surveys completion is voluntary.
- Business, website and consumer analysis and reporting.
- Correspondence between us.

4. Sharing your personal information with third parties

We may disclose your personal information to (in so far this is in line with applicable data protection laws):

- To Best Western and to service providers for the purposes outlined above;
- Any third party where we are under a legal duty to do so, or to enforce or protect any of our rights, property or safety (or those of our customers). This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

When your personal information is processed on our behalf by third parties (such as the purpose of processing your room booking), we put measures in place to keep your information secure. Our Digital Channels do 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. Security

We take security of any personal information we hold very seriously. Where necessary, and in common with other websites, we use SSL (Secure Sockets Layer) encryption to ensure that personal information provided to us is not visible to anybody else when in transit between your computer and our servers. You can view when the SSL symbol in your web browser it is the small “padlock” symbol in the status bar of your web browser. However, the transmission of information via the internet is not completely secure. We cannot guarantee the security of your data transmitted to our site: any transmission is at your risk. Once we have received your information, we will handle it in accordance with our usual practices.

7. Direct marketing

From time to time we keep you informed of Hotel news and offers by email, and other electronic means. If you have agreed to receive marketing communications, you may opt out or change your marketing preferences at any time by contacting us or unsubscribing from our e-news.

8. Access to and updating your personal information

We want to make sure that your personal information is accurate and up to date. You can ask us to correct or remove personal information you think is inaccurate by contacting us. You also have the right to request a copy of the personal information that we hold about you. To do so, please contact us below.

9. Changes to our Privacy Policy

We keep our privacy policy under review and we will place any updates on our Digital Channels.

10. How to contact us:

If you require further information or have any questions regarding this Privacy Policy, then please call us on **01382 669231 for Invercarse Hotel or 01382 480033 for Woodlands Hotel** or write to us at Redwood Leisure, Suite B Kilspindie Road, Dunsinane House, DD2 3PW