

Privacy and Cookie Policy—GDPR compliant

Privacy and Cookie Policy

We ask that you read this website privacy and cookie policy carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how to contact us and supervisory authorities in the event you have a complaint.

This website privacy policy is divided into the following sections:

- Who we are
- Our website
- Our collection and use of your personal information
- Transfer of your information out of the EEA
- Cookies and similar technologies
- Marketing
- Your rights
- Keeping your personal information secure
- How to complain
- Changes to this website privacy policy
- How to contact us
- Do you need extra help?

Who we are

This website is operated by Highclere Enterprises LLP trading as Highclere Castle.

We collect, use and are responsible for certain personal information about you. When we do so we are regulated under data protection laws, including the General Data Protection Regulation, and we are responsible as 'controller' of that personal information for the purposes of those laws.

Our website

This privacy policy relates to your use of our website, www.highclerecastle.co.uk

Throughout our website we may link to other websites owned and operated by certain trusted third parties to take payments for purchases or where we think you will be interested in the content of third party sites. These other third party websites may also gather information about you in accordance with their own separate privacy policies. For privacy information relating to these other third party websites, please consult their privacy policies as appropriate.

Our collection and use of your personal information

We collect personal information about you when you access our website, register with us, contact us, purchase products or services via our website, post material to our website and complete customer surveys or participate in competitions via our website.

We collect this personal information from you either directly, such as when you register with us, contact us or purchase products or services via our website or indirectly, such as your browsing activity while on our website (see 'Cookies' below).

The personal information we collect about you depends on the particular activities carried out through our website. This information includes:

- your name, address and contact details
- details of any feedback you give us by phone, email, post or via social media
- information about the products or services we provide to you
- your account details, such as username and login details
- information about how you use the website, including location, operating system etc.

We use this personal information to:

- create and manage your account with us
- verify your identity
- provide goods and services to you
- customise our website and its content to your particular preferences
- notify you of any changes to our website or to our services that may affect you
- improve our services
- improve your experience whilst using our website

This website is not intended for use by children and we do not knowingly collect or use personal information relating to children.

Our legal basis for processing your personal information

When we use your personal information we are required to have a legal basis for doing so. There are various different legal bases on which we may rely, depending on what personal information we process and why.

The legal bases we may rely on include:

- **consent:** where you have given us clear consent for us to process your personal information for a specific purpose. We ask for your consent to send you marketing communications.

- **contract:** where our use of your personal information is necessary for a contract we have with you, or because you have asked us to take specific steps before entering into a contract. This applies when we need to process your personal information to process a transaction, such as purchase of an item from our Gift Shop or when you buy online tickets.
- **legal obligation:** where our use of your personal information is necessary for us to comply with the law (not including contractual obligations).
- **legitimate interests:** where our use of your personal information is necessary for our legitimate interests or the legitimate interests of a third party (unless there is a good reason to protect your personal information which overrides our legitimate interests). We rely on this condition when we have a legitimate interest to use your personal data to carry out analysis of how our website is used so that we can improve the website, or when we use personal information for fraud prevention purposes.

Who we share your personal information with

We share personal information with service providers who help us to deliver services to you. This includes our IT suppliers and service providers, mail delivery service providers and contractors. We may also share your personal information with our professional advisors where we need to do so to obtain professional advice.

Some of those third party recipients may be based outside the European Economic Area — for further information including on how we safeguard your personal data when this occurs, see ‘Transfer of your information out of the EEA’.

We will share personal information with law enforcement or other authorities if required by applicable law.

We will not share your personal information with any other third party.

Whether information has to be provided by you, and if so why

We require you to provide your name, email address and delivery address when you purchase goods or tickets through our website to enable us to deliver the products or tickets that you have ordered. We will inform you at the point of collecting information from you, whether you are required to provide the information to us.

Transfer of your information out of the EEA

Some of our suppliers may transfer your personal information to countries outside the UK and the European Economic Area (EEA). Such countries do not have the same data protection laws as the United Kingdom and EEA. If your personal information is transferred to a country that the European Commission has not designated as having an adequate level of data protection laws, we will take appropriate steps to ensure your personal information is protected. This will include taking one of the following steps:

Putting in place model contract clauses as approved by the European Commission (for more information please see here: https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/standard-contractual-clauses-scc_en)

Using companies that have signed up to the US Privacy Shield regime (for more information please see here: <https://www.privacyshield.gov/welcome>)

Using companies that have in place binding corporate rules approved by European regulators (for more information please see here: https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/binding-corporate-rules-bcr_en)

If you would like further information, please contact us (see 'How to contact us' below).

Cookies and other tracking technologies

A cookie is a small text file which is placed onto your device (eg computer, smartphone or other electronic device) when you use our website. We use cookies such as Google analytics, Hot Jar and Facebook Pixel on our website. These help us recognise you and your device and store some information about your preferences or past actions.

How Cookies are used by Highclere Castle

We use cookies for the following purposes:

- to recognise your device so you don't have to give the same information several times during one task
- to recognise that you may already have given a username and password so you don't need to do it for every web page requested
- to measure how many people are using services, so they can be made easier to use and there's enough capacity to ensure they are fast
- to analyse data to help us understand how you use our services so we can improve them

Our use of third party cookies

We use Google Analytics software to help us improve the usability of our website, the type of information gathered relates to the amount of time spent on the website and the pages visited. We use the following Google Analytics cookies:

Google Analytics

Cookie Name: `_utma`

Typical content: randomly generated number

Cookie Expires: 2 years

Cookie Name: `_utmb`

Typical content: randomly generated number

Cookie Expires: 30 minutes

Cookie Name: `_utmz`

Typical content: randomly generated number

Expires: when user exits browser

Cookie Name: `_utmz`

Typical content: randomly generated number and information about how the page was reached (eg directly or via a link, organic search or paid search)

Cookie Expires: 6 months

Cookie Name: `__utmmobile`

Typical content: randomly generated number

Cookie Expires: 2 years

For further details on the cookies set by Google Analytics, see the following link: [Cookies set by Google Analytics](#).

How to opt out of cookies

Our website works better with cookies enabled. Our cookies don't give us or anyone else access to your personal data. We advise you to keep cookies enabled. However, you can choose to reject cookies.

You can use your browser to delete and reject cookies. There are instructions on how to delete cookies and how to control cookies on the 'About Cookies' website.

Marketing

Where we have your permission to do so we will send you emails about upcoming events or offers that we think will be of interest to you. You can unsubscribe at any time by:

—contacting us at theoffice@highclerecastle.co.uk

—using the 'unsubscribe' link in emails

For more information on your rights in relation to marketing, see 'Your rights' below.

Your rights

Under the General Data Protection Regulation you have a number of important rights. In summary, those include rights to:

- fair processing of information and transparency over how we use your use personal information
- access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address
- require us to correct any mistakes in your information which we hold
- require the erasure of personal information concerning you in certain situations
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- object at any time to processing of personal information concerning you for direct marketing
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- object in certain other situations to our continued processing of your personal information
- otherwise restrict our processing of your personal information in certain circumstances

If you would like to exercise any of those rights, please email us at theoffice@highclerecastle.co.uk

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

How to complain

We hope that we can resolve any query or concern you raise about our use of your information.

If you are not happy about how we have used your personal information you can contact the Information Commissioner who may be contacted at www.ico.org.uk.

Changes to this website privacy policy

This website privacy policy was last updated on 29/01/2020.

We may change this website privacy policy from time to time.

How to contact us

Please contact us if you have any questions about this privacy notice or the information we hold about you.

If you wish to contact us, please send an email to theoffice@highclerecastle.co.uk or write to Highclere Castle, Highclere Park, Newbury RG20 9RN.