

The Swan Inn Privacy Policy

This privacy policy sets out how The Swan Inn (Operated by KAM Coaching Inns and Taverns Ltd.) uses and protects any information that you give The Swan Inn when you use this website.

The Swan Inn is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. The Swan Inn may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

This policy is effective from 25th May 2018

We may collect the following information

- Name and Date of birth
- Contact information including email address and telephone number
- IP Addresses (automatically collected)
- Web browser type and version (automatically collected)
- Operating system (automatically collected)
- Demographic information such as postcodes, interests and preferences
- Other information relevant to customer surveys and/or offers

What we do with the information we gather

We retain any data you submit for a period of 12 months

We require this information to understand your needs and provide you with a better service, and for the following reasons:

- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, exclusive offers or other information which we think you may find interesting using the email address which you have provided.
- Contact for Market research purposes via email
- We use TalkBox as our marketing automation platform. By submitting your details to The Swan Inn, you acknowledge that the information you provide will be transferred to TalkBox for processing in accordance with their [Privacy Policy](#) and [Terms](#)

Security

We are committed to ensuring that your information is secure.

In accordance to the Data Protection Act 1998 and in order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How we use cookies

The Website may place and access certain cookies all of which are in accordance with UK and EU law.

Before the website places cookies on your computer you will be asked to give your consent to place these cookies. By giving your consent you will be enabling a better experience of the website. You may withhold your consent, but this may limit certain features of the website

Connecting to third party social media and booking websites

Our website may contain links to third party websites, apps, social networking features and tools which are not controlled by us such as, but not limited to, Facebook, Tripadvisor and Opentable. You should refer to the Privacy policy for each of these sites should you choose to use these links.

Privacy Policy Updates

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

Questions and Contact Information

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at info@swannewbury.co.uk or send us mail to: Swan Inn, Newtown, Newbury RG20 9BH