

# PRIVACY STATEMENT

**This privacy statement sets out how Butlin's complies with European Union data protection requirements. You can access this privacy statement from the bottom of every page on our website by clicking the appropriate link. Any changes to these policies will be posted on this page.**

Butlin's takes your privacy seriously. Because we gather certain types of information about our users we want you to understand the terms and conditions surrounding the collection and use of that information. This privacy statement discloses the types of information we gather, how we use it and how to correct or change it.

## **HOW AND WHY DO WE COLLECT INFORMATION ABOUT YOU**

At certain points during your visit to our website, we may ask you to enter personal details such as your name, address, telephone number or email address. You may also be asked whether you consent to use of that data and for what purposes. We will not use your data except to fulfil a request you make when disclosing those details, or if you consent.

Where we have your consent to do so, we may use the information to contact you or keep you informed of products or services that may interest you such as special promotions, late deals or news. This contact may take the form of email or other methods.

We may also collect information about your preferences both when you tell us what these are and by analysis of site traffic, including using cookies and IP addresses. This information may be used to personalise your visits to our web site or provide you with relevant information based on your previous choices or information entered. You can configure your browser not to accept cookies and to prevent us using your information in this way. For further information see "Cookies" below.

## **OTHER WEBSITES**

Our website may contain links to other websites. Once you have clicked on these links we do not have any control over the websites at which you will arrive. Therefore, we cannot be responsible for the protection and privacy of any information that you provide whilst visiting such sites. You should look at the privacy statement applicable to the website in question.

A cookie is a piece of information that is deposited by our server when you visit our website and is stored on your computer's hard drive by your web browser. This makes it easier for Butlins to identify you, to personalise your experience when you visit our website and to analyse web traffic. You can configure your browser not to accept cookies, although this may hinder the functionality and enjoyment of the website. A cookie in no way gives us access to your computer or any information about you, other than the data you chose to share with us.

The Help menu on the menu bar of most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies

altogether. However, cookies allow you to take full advantage of some of Butlins.com's most useful features and we recommend that you leave these turned on. If you do leave cookies turned on, be sure to sign off when you finish using a shared computer.

When you visit our website, we store web server logs which show your IP address, this gives us information such as which pages you looked at, whether the page request was successful or not and which browser you use to view the page. The use of this data is purely for statistical purposes.

## **DISCLOSURE OF INFORMATION TO THIRD PARTIES**

We may pass your information on to sister companies who have products or services that may interest you. These companies may use this information to contact you. If you tell us that you do not wish to have this information passed on we will respect your wishes.

Should you have any queries regarding the capture, storage and use of personal information by Butlins please e-mail or contact us at the following address:

e-mail: [privacy@butlins.com](mailto:privacy@butlins.com)

Postal: **Data Protection Officer, Butlins, 1 Park Lane, Hemel Hempstead HP2 4YL**

## **WHAT IF YOU THINK WE HAVE INCORRECT INFORMATION OR YOU WOULD LIKE A COPY OF THE INFORMATION WE HOLD ABOUT YOU?**

Under the Data Protection Act 1998, you may request details of personal information that Butlins holds about you. An official fee will be payable. If you want to make a request please use the email address above.

If you believe that any information we are holding on you is incorrect or incomplete, please write to us or e-mail us as soon as possible to the above address. We will correct any information which is found to be incorrect promptly.

## **BUTLIN'S REGISTRATION**

Butlin's Skyline Limited is registered under the Data Protection Act 1998 and has given all appropriate notifications to the Information Commissioner.

## **AD MANAGEMENT**

Butlin's uses pixels, or transparent GIF files, to help manage online advertising. These GIF files are provided by our ad management partner, DoubleClick. These files enable DoubleClick to recognize a unique cookie on your Web browser, which in turn enables us to learn which advertisements bring users to our website. The cookie was placed by us, or by another advertiser who works with DoubleClick. With both cookies and Spotlight technology, the information that we collect and share is anonymous and not personally identifiable. It does not contain your name, address, telephone number, or email address. For more information about DoubleClick, including information about how to opt out of these technologies, go to <http://www.doubleclick.net/us/corporate/privacy>.