

# Privacy Policy

---

This document explains our privacy policy and how we will use and protect any information about you that you give us when you visit our website.

## The Data Protection Act

Under the Data Protection Act, we have a legal duty to protect any information we collect from you. We use leading technologies to safeguard your data, and keep strict security standards to prevent any unauthorised access to it.

## What information do we collect?

We may collect two kinds of information from visitors to the Five Star Villas website: feedback (through visitors emailing us and customer satisfaction surveys via online pop-up surveys) and site usage information (using cookies and page tagging techniques including JavaScript).

## Feedback

We welcome your feedback, it helps to improve our site for you. Should you send an email to an individual within Five Star Villas seeking advice or information that they are not in a position to give, they may forward your email on to a more appropriate individual within Five Star Villas for a response. If we do this we will send you an email informing you of our actions. We may keep a record of your messages and our replies on our email systems, customer relationship management (CRM) application and in our paper filing system for future reference and audit purposes.

## SITE USAGE INFORMATION

### Cookies

Cookies are pieces of data that are often created when you visit a website, and which are stored in the cookie directory of your computer. A cookie may be created when you visit the Five Star Villas website. The cookie does not contain any personal information about you, and it cannot be used to identify an individual user. You can set your browser not to accept cookies. If you do not know how to do this, contact us, giving details on the type of browser you are using, and we will do our best to help.

### Page tagging

We may use JavaScript, or another scripting language, to aggregate and analyse customer usage patterns on the Five Star Villas website. This provides us with data on your usability and behaviour. We use this information to make changes to the layout of the website and to the information in it. This does not collect any personal or identifiable information about users. We sometimes tag pages on this website during promotion campaigns using pixel tags (which are sometimes called spotlight tags or web beacons). These tags enable us to find out which pages are successful in bringing users to our website. With this technology, the information that we collect and share is anonymous and not personally identifiable. You can disable JavaScript on your computer. If you would like advice on how to disable JavaScript please contact us, giving details about the type of browser you use, and we will do our best to help. Disabling JavaScript may affect your ability to access certain parts of this website.

## **What happens when I link to another site, or access this site from another site?**

We do not pass on any personal information you have given us to any other site. The Five Star Villas website may contain links to other websites, both of government departments and of other organisations. This privacy policy applies only to the Five Star Villas website, so you should always be aware when you are moving to another site and read the privacy statement of any other site(s) which collect personal information about you. Where you are directed to the Five Star Villas website site from another site we may receive personal information relating to you from the other site(s). You should read the privacy policies applicable to such sites as these will govern the use of any personal information that you provide when accessing such sites and which is provided to us.

### **Access to your information**

If you wish to see our records of any correspondence you have sent to us, or if you have a query or complaint about this privacy policy or about the site, please contact us. We may make an administration charge for such requests but we will inform you of this before we process the request.

### **Changes to this privacy policy**

If this privacy policy changes in any way, we will place an updated version on this page. Regularly reviewing this page ensures you are always aware of what information we collect, how we use it and under what circumstances, if any, we will share it with other parties.