

Avalon Lodge Privacy Policy

We are committed to protecting your privacy online.

Our privacy pledge to you: We will not collect any personal information from you that you do not volunteer, and we are the sole owner of all information collected on this site. We do not sell, share, or rent this information to others in any way that we have not mentioned in this statement.

Please read this Privacy Policy carefully so that you understand our online privacy practices regarding:

- Information we collect and how we collect it
- How your information will be used
- How you can correct your information
- Our email policies
- How to contact us

Information We Collect and How We Collect It

The information we gather on our site falls into two categories:

- (1) Personal information you supply when you provide your email address and
- (2) Tracking information collected as you navigate through our site.

When personally identifiable information is collected, you will know because you will have filled out a form; that is, when joining our email list or when you book a room online.

When you use our site, we may collect tracking information such as your browser type, the type of operating system you use, the domain name of your Internet service provider, and pages visited on the site. None of this information identifies you personally; we collect it for aggregate reporting on site activity. For example, we may want to know how long the average user spends on our site, or which pages or features get the most attention. We use this information to make the site more useful to you. We may also use third-party services to assist us with non-personal tracking.

We use "cookies" to store and sometimes to track user information. Cookies, by themselves, do not tell us email address or other personally identifiable information unless you choose to provide this information to us by, for example, registering or subscribing to our site. A cookie is a small amount of data that is sent to your browser from a web server and stored on your computer's hard drive. A cookie contains a unique number that allows our site to recognize your computer.

We also may use "pixel tags" or "web beacons" on certain pages of our website. These are tiny graphic images that enable us to record anonymous data about visits. This anonymous information is also known as "clickstream data." We use this data to analyse trends and to improve your online experience. No personal data is collected through the use of pixel tags on our site.

How Your Information Will Be Used

Our primary goal in collecting information is to make our site more useful to you.

Avalon Lodge uses personally identifiable information in a limited number of ways. We use the

information to fulfil requests for our services, complete reservations requests, and reply to messages sent to us via our site, and we use the information you provide to send you email only for Avalon's email sign-up option or in response to your reservations request.

We will not sell, rent, swap, or authorize any third party to use any information that specifically identifies you.

In some instances, we use third party companies to help us provide our products and services to you, like our secure reservations service or an email delivery service that sends out our email and e-newsletters. In those instances we need to share your information with them. We require that those companies use the information only to deliver the service specified.

We may occasionally release personal information as required by law, for example, to comply with a court order or subpoena.

How You Can Correct Your Information

We believe in providing you with the ability to access and edit the personal information that you have provided to us. To update the information retained about you — or, for any other requests — email stay@avalonlodge.co.uk or write to us at:

Avalon Lodge B&B
Devizes Road
Rowde
Wiltshire
SN10 2LU

To protect your privacy and security, we will also verify your identity before granting access or making corrections.

Our Email Policies

Account- and services-related email: We will send you email relating to your account. These include reservations confirmations and credit card problem notifications.

We may offer an email newsletter which if you do now wish to receive, you can follow the 'unsubscribe' instructions located near the bottom of each newsletter.

HTML verification: When receiving an email from Avalon Lodge, we may place a one-pixel gif in that email to understand whether or not you can accept HTML images and, if you can accept HTML, whether or not you viewed the email. This process does not leave any information on your computer, nor does it collect information from your computer. Avalon Lodge does not share or sell this information with others, and we only use it to improve our email communications with you.

How To Contact Us

If you have any questions or concerns about our Privacy Policy or its implementation, please feel free to contact us.

If you feel that we have not followed our privacy policy please let us know.