

# PRIVACY POLICY



The MODE 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 MODE 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.

## WHAT INFORMATION WE COLLECT:

We may collect personal information from you when you:

- Make a reservation on our site;
- Create, change or use an account or user profile;
- Sign up to receive emails, promotions, alerts, announcements or newsletters;
- Apply for jobs via the site or email; and
- Communicate with the MODE via the website, email or contact us directly on; 01253 713535.

The MODE automatically receives and records non-personal information using applications from your browser as well as through other analysis of the site. We also may collect information using cookies, web beacons or similar technologies, or through third parties using similar technologies. A cookie is a piece of data stored on your computer. When you visit the sites, your web browser may store cookies on your computer, which will better enable you to navigate the sites upon return. You may use the site even if you choose to reject or delete the cookies. Cookies also may be used by some of the other websites for which a link is placed on the site.

## WHY WE COLLECT INFORMATION:

We may use the information we collect:

- To process and respond to your reservations, requests and inquiries and provide services to you.
- To alert you to new developments, promotions, specials, special events, or products or services.
- To send announcements, promotions, and newsletters, and to provide you with personalized content in the newsletters.
- For the purposes for which you provided the information.
- To monitor and analyse information regarding your browsing and viewing preferences and to diagnose problems of the site.
- To analyse our users' demographics and interests.
- For administration and improvement of the site and to enhance the user experience.
- For fraud prevention, internal operations, legal compliance, and other public purposes.

## COMMUNICATIONS WITH YOU:

You authorise the MODE to transmit email to you or telephone you to respond to your communications, and provide information to you about specials, promotions, new developments, special events, or services. Unsubscribe instructions are included in each promotional email from the MODE.

Please note that unsubscribe requests may take up to ten (10) days to become effective. You may not opt out of receiving communications regarding your dealings with the site or technical information about the site.

## INFORMATION SHARING WITH THIRD PARTIES:

The MODE may disclose the information it collects to others (i) for purposes of outsourcing one or more of the Mode's functions to service providers who work on behalf of or with the MODE, including agents, vendors, advertisers, consultants and affiliates; (ii) to confirm or update information provided by you; (iii) in the event of any reorganization, merger, sale, joint venture, assignment, transfer or disposition of all or any portion of the MODE's business or operations (including without limitation in connection with bankruptcy or any similar proceedings); or (iv) as otherwise authorized by you.

We also may share your information in response to a subpoena, legal order or official request, when we believe you have acted in violation of the any terms or conditions, to investigate, prevent or take action regarding suspected illegal activities, fraud or potential threats, or to exercise legal rights or defend against claims, when we believe that doing so may protect your safety or the safety of the MODE, or others, or as otherwise permitted or required by law.

We also may use and share non-personally identifiable information with third parties. Additionally, we may take personally identifiable information and de-identify it and share it in a de-identified or aggregated form with third parties, advertisers and/or business partners in order to analyze sites' usage, demographics, or improve our products or services, improve our user experience, or for similar purposes. We will not re-identify such data and we will ask our contracting parties to agree to keep the data in its de-identified form.

## CHILDREN:

The site is not directed toward children under 13 years of age nor does the MODE knowingly collect information from children under 13. If you are under 13 years of age, you are not permitted to submit any personally identifiable information to the MODE.

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## **PROTECTION OF PERSONAL INFORMATION:**

The MODE uses reasonable administrative, physical and electronic security measures to protect against the loss, misuse and alteration of personal information. No transmission of data over the internet is guaranteed to be completely secure. It may be possible for third parties not under the control of the MODE to intercept or access transmissions or private communications unlawfully. While we strive to protect personal information, neither the MODE nor our service providers can ensure or warrant the security of any information you transmit to us over the internet. Any such transmission is at your own risk.

## **UPDATING YOUR INFORMATION:**

You are responsible for keeping your information current. You may update your information by contacting us at. We will use reasonable efforts to process any change you make; provided, however, that requests to delete information are subject to the MODE's internal reporting, processing and retention policies and all applicable legal obligations.

## **LINKS:**

You may have the opportunity to follow links on the site to other sites that may be of interest to you. The MODE endeavours to only link to reputable organizations. Because other sites may not be hosted or controlled by the MODE, we are not responsible for the privacy practices of the site or the content provided there on. Therefore, the privacy policies with respect to other sites may differ from those applicable to the site. We encourage you to review the privacy policies of each other site. This Privacy Policy only applies to information collected and maintained by the MODE.

## **QUESTIONS?**

If you have any questions or concerns regarding this Privacy Policy, please contact us.  
T: 01253 713535 E: [reservations@modehotel.co.uk](mailto:reservations@modehotel.co.uk) Please note that email communications may not be secure. Accordingly, you should not include personal or other sensitive information in your email correspondence to the site or the MODE.