

This site is owned and managed by University Arms, Cambridge and we respect the privacy of all visitors to the site. Please find below information on how the data we collect on you is used, and what you should do if you have any concerns regarding the data held. If you have queries regarding the information contained in this policy please e-mail [enquiries@universityarms.com](mailto:enquiries@universityarms.com)

We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.

#### 1) What information do we collect?

We may collect, store and use the following kinds of personal data:

- (a) information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type, referral source, length of visit and number of page views).
- (b) information relating to any transactions carried out between you and us on or in relation to this website, including information relating to any purchases you make of our goods or services.
- (c) information that you provide to us for the purpose of registering with us.
- (d) information that you provide to us for the purpose of subscribing to our website services, email notifications and/or newsletters.
- (e) any other information that you choose to send to us.

#### 2) Cookies

We have a separate policy in regard to cookies which shows what cookies are and how we use them, a list of the cookies used and how to opt out of or block non-essential cookies. This policy can be viewed at [www.universityarms.com](http://www.universityarms.com)

#### 3) Using your personal data

Personal data submitted on this website will be used for the purposes specified in this privacy policy or in relevant parts of the website. We may use your personal information to:

- (a) administer the website;
- (b) send to you goods purchased via the website, and supply to you services purchased via the website;
- (c) send you general (non-marketing) commercial communications;
- (d) send you email notifications which you have specifically requested;
- (e) send to you our offers and other marketing communications relating to our business which we think may be of interest to you by post or, where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications);
- (f) provide third parties with statistical information about our users – but this information will not be used to identify any individual user;
- (g) deal with enquiries and complaints made by or about you relating to the website;
- (h) OTHER USES. Where you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the license you grant to us. We will not provide your personal information to any third parties for the purpose of direct marketing.

#### 4) Disclosures

We may disclose information about you to any of our employees, officers or agents, insofar as reasonably necessary for the purposes as set out in this privacy policy.

In addition, we may disclose information about you:

- (a) to the extent that we are required to do so by law;
- (b) in connection with any legal proceedings or prospective legal proceedings;
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk); and
- (d) to the purchaser (or prospective purchaser) of any business or asset which we are (or are contemplating) selling.

Except as provided in this privacy policy, we will not provide your information to third parties.

5) Security of your personal data

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information. We will store all the personal information you provide on our secure (password- and firewall-protected) servers. All electronic transactions you make to or receive from us will be encrypted [using SSL technology. Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet. You are responsible for keeping your password and user details confidential. We will not ask you for your password.

6) Policy amendments

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

7) Your rights

You may instruct us to provide you with any personal information we hold about you. You may instruct us not to process your personal data for marketing purposes by email at any time. (In practice, you will usually either expressly agree in advance to our use of your personal data for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal data for marketing purposes.)

8) Third party websites

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites. As part of the new European Union privacy protection laws we are required to inform you when we use tracking features called 'cookies' on our website. How We use Cookies:

"Cookies" are tiny, harmless text files sent to your computer or mobile when you visit a website. Most websites use cookies, and in our case, we use them to understand where visitors are coming from and how they use our website in order for us to constantly improve the website experience. We don't use cookies to track individuals or store sensitive information such as your name, address or credit card details.

Third parties (such as online reservations systems, Google and social media

9) Updating information

Please let us know if the personal information which we hold about you needs to be corrected or updated.

10) Contact

If you have any questions about this privacy policy or our treatment of your personal data, please write to us by email [enquiries@universityarms.com](mailto:enquiries@universityarms.com).

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Reservation system – [marriot.co.uk](http://marriot.co.uk)