

Bradford on Avon Area Tourism Association

Data Protection Policy

Bradford on Avon Area Tourism Association (“BOAATA”) is strongly committed to preserving the privacy of its customers. This Data Protection and Privacy Policy lets you know about our policy for the collection and use of information about you and your transactions with us.

Summary:

We don't share your information with other companies without your prior permission.

Email - we will only send you emails if you specifically give us your consent to do so.

As a Certified Merchant, you can guarantee your credit card details are completely secure.

Personal Information:

If you register to use the password protected portions of the Site, we will ask you to provide us with certain up to date data about yourself which we will handle in accordance with the United Kingdom's Data Protection legislation. We maintain strict security standards and procedures with a view to preventing unauthorised access to your data by anyone, including our staff. We use leading technologies such as (but not limited to) data encryption, fire walls and server authentication to protect the security of your data. BOAATA, all our staff and whenever we hire third parties to provide support services, will be required to observe our privacy standards and to allow us to audit them for compliance.

When You Place an Order:

When you order items on line from the shopping areas on the Site or book accommodation, our order form asks you to give us information specific to that order, including your billing address, shipping address, credit card information and email address. The information that you provide is used to process and send your orders. We also use the information to contact you if there is a problem with your order. We do not make our customer list available to other companies.

Security:

All of our transactions automatically take place on a secure server. All of your personal financial information is encrypted before it is transmitted over the Internet. None of our customers have ever reported fraudulent use of a credit card as a result of purchases made at www.bradfordonavon.co.uk

Note: Most banks either cover all the charges that result from unauthorised use of your credit card or limit your liability to £50, the maximum liability allowed under the Fair Credit Billing Act. You must notify your credit card provider of the unauthorised use in accordance with its reporting rules and procedures.

Buying Online:

When you buy from us online, our system automatically gathers purchase data, and we also record information about purchases made through our telemarketing, mail order and other marketing operations.

We use this information as follows:

We review what kinds of products and services appeal most to our members as a group. This statistical information helps us improve our offerings in the same way that other companies change their catalogue based on what sells best.

We use information such as the number of purchases members make and the categories of goods and services they buy to make offers to them we believe will be of interest.

We do not give out any information about you, as an individual, to anyone, except to complete your transactions, or to comply with valid legal process such as a search warrant, subpoena or court order.

Cookies:

Cookies are pieces of information that a website transfers to your computer's hard disc for record keeping purposes. Cookies can make the web more useful by storing information about your preferences on particular sites, thus enabling website owners to provide more useful features for their users. They contain no name or address information or any information that will enable anyone to contact you via telephone, e-mail or any other means. Most browsers are initially set to accept cookies. If you would prefer, you can set your browser to disable cookies or inform you when they are set. However, given that we may sometimes use cookies you may not be able to take full advantage of our website if you do disable them.

If You Have Questions:

If you have questions about any of these policies, please contact the Manager:

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Bradford on Avon
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