

Patterdale Hall Estate Limited - Guest & Customer Privacy Notice

Welcome to Patterdale Hall Estate Limited (a wholly owned subsidiary of YMCA North Tyneside). When you book accommodation or activities with us, you trust us with your personal information. This notice explains what we collect, why we use it, and how we protect it in line with the UK GDPR and the Data (Use and Access) Act 2025.

1. What information we collect about you

When you make a booking or contact us, we collect:

- Personal & Contact Details: Name, email address, phone number, postal address, and vehicle registration number
- Financial data:
 - Online payments - we don't store payment information, all information is held with our third party payment processor - Stripe, and is subject to their privacy policy.
 - In person or phone payments - card payment details are entered directly into our secure payment terminal only, we do not record or keep any payment information. Our merchant card receipts are kept for accountancy purposes for up to 6 years.
- Security data: Images captured on our external-only CCTV systems*
- Activity-Specific Data: Health, medical, or dietary requirements. We only collect this information if you choose to participate in outdoor activities

*Note on CCTV: For your privacy and peace of mind, we do not operate any CCTV cameras inside our accommodation properties. Cameras are strictly limited to external grounds for safety and crime prevention.

2. How and why we use your data (lawful basis)

We only use your information when the law allows us to. Most commonly, we use it to:

- Fulfil your contract: To process your booking, manage your stay and take payments
- Our legitimate interests: To maintain our estate, improve our booking system, ensure premises security, and manage long-term relationships with our returning guests
- With your consent: To send you newsletters or marketing updates, which you can opt out of at any time

- Keep you safe (vital interests): To share essential medical data with emergency services or mountain rescue if an emergency occurs during an outdoor activity

3. Sharing your information

We never sell your data. We only share it with:

- Our parent charity, YMCA North Tyneside
- Trusted third-party processors (such as our secure online booking platform, payment processor and IT support providers) under strict data security agreements
- Emergency services or legal authorities if strictly required by law
- Active providers: if you sign up for outdoor activities, essential medical and health data is securely shared with our trusted third-party activity coordinators and instructors strictly to ensure your safety

If data is hosted on secure cloud servers outside the UK, we ensure it meets strict legal protections equivalent to UK standards.

4. How long we keep your data

We only keep your information for as long as necessary. We love welcoming back our regular guests - some of whom have stayed with us for over 30 years!

- Financial and payment records: Kept for 6 years for tax purposes
- CCTV footage: Automatically overwritten (up to) 60 days, unless a specific clip is required for an active investigation, insurance claim, or law enforcement matter, in which case it is held until the matter is legally resolved
- Accident logs: 3 years from the date of entry (or until age 21 for children) to comply with health and safety regulations

5. Your rights

You have legal rights over your data. You can ask us:

- Provide a copy of the data we hold on you
- Correct inaccurate information
- Delete your data (where we no longer have a legal obligation to keep it)
- Object to or restrict certain processing

If you make a request, we may contact you to clarify your identity. We will formally acknowledge any data queries or complaints within 30 days.

6. Contact us

If you have any questions about this privacy notice or how we handle your data, please contact our Group Data Protection Lead:

- Name: Lynsey Crossman
- Email: dataprotection@ymcanorthtyneside.org
- Address: YMCA North Tyneside, Church Way, North Shields, NE29 0AB

You also have the right to complain to the Information Commissioner's Office (ICO) at www.ico.org.uk.