



Black Mountain

— E S C A P E S —

Privacy
Policy



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Introduction

At Black Mountain Escapes, we respect your privacy and are committed to protecting your personal information.

This Privacy Policy explains what information we collect, why we collect it, how we use it, and the choices you have regarding your personal information. We only collect information that is necessary to manage your booking, provide our services and meet our legal obligations.

By using our website or making a booking with Black Mountain Escapes, you acknowledge that you have read this Privacy Policy.



1. Who We Are

Black Mountain Escapes provides luxury self-catering accommodation in Carmarthenshire, Wales.

For the purposes of UK data protection legislation, Black Mountain Escapes is the Data Controller for the personal information collected through our website and booking systems.

Website: <https://blackmountainescapes.co.uk>

Email: hello@blackmountainescapes.co.uk

2. Information We Collect

Information You Provide

When you make a booking, contact us or complete a form on our website, we may collect:

- Full name
- Postal address
- Email address
- Telephone number
- Booking details (including dates, accommodation and guest numbers)
- Optional information you choose to provide
- Any correspondence you send us

Payment Information

Payments are processed securely by our payment providers.

Black Mountain Escapes does **not** store your full payment card details.

Information Collected Automatically

When you visit our website, we may automatically collect certain technical information, including:

- IP address
- Browser type and version
- Device information
- Operating system
- Pages visited
- Date and time of your visit
- Referring website
- General website usage information collected through cookies and analytics technologies

This information helps us maintain website security, understand how visitors use our website and improve the services we provide.



Cookies and Analytics

Our website uses cookies and similar technologies to provide essential functionality and understand how visitors use our website.

Where enabled, we may use services such as:

- Google Analytics
- Meta (Facebook) Pixel
- Website performance and security tools

These services may collect information such as pages viewed, time spent on the website, referral sources and interactions with our website.

Where required by law, optional cookies will only be used after you have given your consent.

Information from Booking Partners

If you make a reservation through Booking.com, Airbnb or another booking partner, we receive the guest information necessary to manage your booking.

3. How We Use Your Information

We use your personal information to:

- Process and manage your booking.
- Communicate before, during and after your stay.
- Respond to enquiries.
- Provide guest information and arrival instructions.
- Meet our legal and regulatory obligations.
- Maintain business records.
- Improve the services we provide.

We will only use your information where we have a lawful basis to do so.

4. Lawful Basic for Processing

We process your information under one or more of the following lawful bases:

- Performance of a contract.
- Compliance with legal obligations.
- Legitimate business interests.
- Your consent, where required.



5. Marketing Communications

We do not automatically add guests to marketing mailing lists.

If you choose to subscribe to our journal, newsletter or promotional communications, we will only send these where you have given your consent.

You may unsubscribe at any time using the link provided in our emails or by contacting us directly.

Essential booking confirmations and guest communications are **not** marketing communications.

6. Cookies

Our website uses cookies to:

- Maintain essential website functionality.
- Support the booking process.
- Improve website performance.
- Understand how visitors use our website.

Where required, you will be asked for your consent before optional cookies are placed on your device.

Further information is available within our Cookie Policy.

7. Sharing Your Information

We only share your information where necessary.

This may include:

- Secure payment providers.
- Booking platform providers.
- Website hosting and IT service providers.
- Professional advisers where required.
- Regulatory or legal authorities where we are legally obliged to do so.

We never sell your personal information to third parties.



8. How Long We Keep Your Information

We only retain personal information for as long as necessary to:

- Manage your booking.
- Meet legal and accounting obligations.
- Resolve disputes.
- Protect our legitimate business interests.

When information is no longer required, it is securely deleted or anonymised.

9. Keeping Your Information Secure

We take appropriate technical and organisational measures to protect personal information from unauthorised access, alteration, disclosure or loss.

Access to personal information is limited to those who require it to perform their role, and appropriate technical and organisational measures are used to help protect information against unauthorised access, disclosure, alteration or loss.

While no online service can ever guarantee absolute security, we continually review our systems and practices to help keep your information safe.

10. Your Rights

Under UK data protection legislation, you have the right to:

- Request access to your personal information.
- Request correction of inaccurate information.
- Request deletion of your information where appropriate.
- Request restriction of processing.
- Object to certain processing activities.
- Request a copy of your information in a portable format where applicable.
- Withdraw consent where processing is based on your consent.

Requests can be made using the contact details below.



11. Contacting Us

If you have any questions about this Privacy Policy or how your information is handled, please contact:

Black Mountain Escapes

Website: <https://blackmountainescapes.co.uk>

Email: hello@blackmountainescapes.co.uk

12. Internal Transfers

Some of the organisations we work with may process or store personal information outside the United Kingdom. Where this occurs, we will ensure that appropriate safeguards are in place to protect your information in accordance with UK data protection legislation.

12. Complaints

If you have any concerns about how we have collected, used or protected your personal information, we encourage you to contact us in the first instance.

We are committed to handling privacy concerns fairly and will acknowledge your complaint as soon as reasonably practicable. We aim to provide a full response within 30 calendar days, although more complex matters may take longer where permitted by law. If this is the case, we will keep you informed of our progress.

If, after contacting us, you remain dissatisfied with our response or believe that we have not handled your personal information in accordance with data protection law, you have the right to lodge a complaint with the Information Commissioner's Office (ICO).

Information Commissioner's Office (ICO)

Website: <https://ico.org.uk>

Telephone: 0303 123 1113

Address:
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF



13. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in legislation, guidance or the services we provide.

The latest version will always be available on our website.