

*Last Updated: June 2021*

At **Plett Hospitality Pty Ltd trading as Bayside Lodge**, your privacy matters to us. When you use our services, you are placing your trust in us to ensure the privacy of your personal data and we are committed to protecting it.

This Privacy Policy covers what data we collect about you and why, what we do with that data, and how we handle that data. Throughout this policy, when we write “Bayside Lodge” or “we” or “us,” it refers to Plett Hospitality (Pty) Ltd, registered in the Republic of South Africa under the company registration number 2015/395740/07.

The address of Bayside Lodge is 5 Sanganer Avenue, Plettenberg Bay 6600 and PO Box 1220, Plettenberg Bay 6600, Western Cape, South Africa.

Please read the following information carefully. If you enquire or book on behalf of others, you are responsible for ensuring that the others are aware of the content of this Privacy Policy and they are in agreement with you supplying their personal data. By submitting your data while enquiring or making a booking, you agree to the transfer, storage and processing of this data as necessary. We will take all reasonable steps necessary to ensure your data is treated securely and in accordance with this Privacy Policy, however, if you do not agree with this policy, we cannot accept your booking and you should not use our websites.

## **Information we collect**

### **Personal data you provide us**

The sort of personal data we collect will be information such as name, address, email address, telephone number, date of birth and personal travel arrangements before and after your stay. In addition, we will also be required to obtain your passport details and ask Covid-19 related questions and take your temperature on check in. We will need to collect this information to facilitate your registration as a guest according to the Tourism and Hospitality regulator of South Africa, South African Tourism.

We may also need to collect more sensitive personal data such as information concerning medical conditions, disabilities and special requirements such as dietary requests, which may disclose your religious beliefs, so that we can consider your particular needs in relation to dietary requirements.

### **Personal data we collect for legal, compliance, regulatory and crime detection and prevention purposes**

We process your personal data so that we can meet our legal, compliance and regulatory obligations, for legal purposes, such as to respond to a valid legal claim, summons or regulatory order, and to protect our property, rights and interests as well as the property, rights and interests of other persons.

We also process your personal data for crime prevention and detection purposes, including the prevention of fraud for online payments, for identity verification, for credit checking and credit scoring purposes and accounting or audit purposes.

### **Personal data we collect from third parties**

We collect personal data from third parties who you have authorised to provide your personal data to us (for example, this may be your travel agent or another person making a booking on your behalf, your travel companion, your travel coordinator, our promotion partners, social media and other digital website). We also collect personal data from individuals who may refer you as a friend to our products or services. We ask these individuals to confirm that you are happy to hear from us.

### **Sensitive personal data we collect**

We do not generally collect sensitive personal data from you (or those you are booking for), but where we do, we seek to minimise the collection and use of it and handle it with extra care. We also share this information with third parties (who help manage our business and deliver services such as those parties who provide wheelchairs at airports) and other companies (who help manage your booking or journey), and we transfer it globally.

Where you (or any passenger travelling) provides us with sensitive personal data you agree that you have voluntarily provided such information, and you consent (and the passenger travelling consents) for us to use that information for the purposes for which it was collected.

### **Personal data we collect when you are making a payment**

We collect different personal data depending on your payment method (such as credit card, bank transfer, cash). For example, for credit card payments we may collect the credit card holder name, address, card number, expiry date and CVC code.

### **Personal data we collect automatically**

When you use our services, we automatically collect certain information, including personal data, concerning the services you use and the way you use them.

## **How we use your information**

We use, store, and process information, including personal data, about your reservation at Bayside Lodge and to improve the quality of our service.

We may use your personal data to:

- Process payments for your booking, fulfil requests for refunds and for accounting or audit purposes;
- Fulfil our contract with you and/or deal with your booking or intended booking, including processing your booking, sending you your itinerary or other details relating to your booking

- Personalise the service and offers you receive (for example, by being aware of previous travel experiences, transactions or preferences, and tailoring the way we provide our products or services to you based on your preferences and profile);
- Communicate and interact with you at different times throughout your journey;
- Communicate with airlines, accommodation providers and other parties that are part of your journey regarding your experience, preferences, compliments or complaints.

### **For marketing purposes**

We may use personal data to let you know about our products and services that we think may be of interest to you. This may be based on your preferences, derived from Cookies, inferred from your interactions with us, including on our social media accounts.

We may contact you by email, SMS/text, social media, or through other communication channels with information about specials and new offers that we think you may find helpful.

### **To improve the quality of our service**

In our efforts to improve the quality of service we offer you, we may use your personal data to:

Improve the products and services we offer or help us to create new ones;  
 Conduct customer satisfaction surveys so that we can obtain a better understanding of how we can continue to improve the products and services we offer or help us to create new ones. During these surveys we may collect personal data from you relating to your thoughts/comments about your experience with us;

### **Legal basis for using your information**

We will only collect, process, use, share and store your personal data where we are satisfied that we have an appropriate legal basis to do this. This may be because:

- We need to use your personal data to perform a contract or take steps to enter into a contract with you. For example, to manage your enquiry, to manage your booking with us, to take payment for your booking, or to complete your travel arrangements;
- We need to use your personal data for our legitimate interest as a commercial organisation. For example, we may record the calls of our travel consultants so that we can review how we handle calls. We may also capture your interactions with our website and booking journey via tools on our website in order to identify errors or issues and ensure your customer experience meets expectations. In all such cases, we will look after your information at all times in a way that is proportionate and that respects your privacy rights.
- We need to use your personal data to comply with a relevant legal or regulatory obligation that we have; and
- We have your consent to use your personal data for a particular activity. For example, where you consent to us sharing special offers with you which, we think, may be of interest.

## **How we share your information**

We do not share your personal data with companies, organizations or individuals outside of Bayside Lodge except in the following cases:

### **With your consent**

We may share your personal data when you have provided consent as described at the time of consent.

### **Service providers**

We will share your personal data with service providers whose products or services you are purchasing through our websites and are part of your stay with us; or otherwise to service providers such as airlines, tourism agencies, hotel, transfer and car hire companies, tour and excursion providers or travel agents, including if there is a problem with your booking so that your travel agent can resolve it with you.

### **Payment providers**

We may need to share certain reservation details with the payment service provider and the relevant financial institution to verify payments (such as banks and payment card companies). We may share information with relevant financial institutions if we consider it strictly necessary to detect fraudulent transactions and security incidents.

### **For legal reasons**

We may share personal data with governments, government organisations and agencies, border control agencies, regulators, law enforcement and others as permitted or required by law, in relation to API or such other legal requirements as they apply from time to time when travelling to or from a particular country, and to generally comply with all applicable laws, regulations and rules, and requests of law enforcement, regulatory and other governmental agencies.

### **Aggregated data**

We may share aggregated data (combined data of our website users or clients that no longer identifies or references an individual website user or client) and non-personally identifiable information for analysis, demographic profiling, marketing and advertising, and other business purposes.

## **How we protect and store your information**

### **Other important information**

#### **How do we treat personal data about children**

For children younger than 16 years old, the use of our services is only permitted with the lawful consent of a parent or a guardian. In the case where a child is part of a booking, we collect and

use personal data of the child only as it is provided by the parent or guardian and with their consent.

We reserve the right to erase all personal data of any child under 16 years old if we become aware that the data was provided to us without the lawful consent of a parent or a guardian.

### **How do we use Cookies**

A “cookie” is a small computer file which is downloaded to your device. It collects information as to how you navigate our website and the internet and helps us provide better website services to you. Cookies cannot harm your computer in any way and are an industry standard. They are small text files that contain only information provided by you, the visitor, to the website. Furthermore, our users may configure their browsers to not accept our cookies.

Cookies may collect personal data about you. Cookies help us remember information about your visit to our website and other settings and searches. Cookies enable us to understand who has seen which web pages and how frequently, and to determine which are the most popular areas of our website. They can also help us to operate our website more efficiently and customise your view of the website to reflect your preferences and activities. They also help us tailor our marketing and advertisements to you on our website, other websites you visit, social media websites and your other devices.

You have the right to turn off cookies when using the internet.

### **Your rights**

You have certain rights in relation to your personal data. In order to exercise your rights, we may ask you for additional information to confirm your identity and for security purposes, in particular before disclosing personal data to you.

You can exercise your rights by emailing us at [stay@baysidelodge.co.za](mailto:stay@baysidelodge.co.za). Subject to legal and other permissible considerations, we will make every reasonable effort to honour your request within 30 days or inform you if we require further information in order to fulfil your request.

We may not always be able to fully address your request, for example, if it would impact the duty of confidentiality we owe to others, or if we are legally entitled to deal with the request in a different way.

### **Access your personal data**

You have the right to be given reasonable access to your personal data. You may also have the right to request copies of personal data that you have provided to us in a structured, commonly used, and machine-readable format.

### **Rectify inaccurate or incomplete personal data**

You have a right to request that we rectify inaccurate personal data. We may seek to verify the accuracy of the personal data before rectifying it.

## **Erase your personal data**

If you no longer want us to use your information, you can also request that we erase your personal data in limited circumstances where:

- It is no longer needed for the purposes for which it was collected; or
- You have withdrawn your consent (where the data processing was based on consent); or
- Following a successful right to object; or
- It has been processed unlawfully.

We are not required to comply with your request to erase personal data if the processing of your personal data is necessary:

- For compliance with a legal obligation; or
- For the establishment, exercise or defence of legal claims.

Please note that if you request the erasure of your personal data:

- We may retain some of your personal data as necessary for our legitimate business interests, such as fraud detection and prevention and enhancing safety;
- Due to maintenance reasons and protection from accidental or malicious loss and destruction, residual copies of your personal data may not be removed from our backup systems for a limited period of time.

## **Object to us processing of your personal data**

You can object to any processing of your personal data, which has our legitimate interests as its legal basis if you believe your fundamental rights and freedoms outweigh our legitimate interests.

## **Lodge a complaint with a regulator**

If you think that we have not complied with data protection laws, you have the right to lodge a complaint with your local supervisory authority.

## **Changes to this policy**

Kindly take note that we reserve the right to modify this Privacy Policy at any time in accordance with this provision and in our sole discretion. If we make changes to this Privacy Policy, we will post the revised Privacy Policy on our websites and update the “Last Updated” date at the top of this Privacy Policy. Once made available on our websites, your continued access or use of our services will constitute your acceptance of the revised Privacy Policy.

## **Contact Us**

You may contact us with any questions relating to this Privacy Policy by emailing us at [stay@baysidelodge.co.za](mailto:stay@baysidelodge.co.za) or by postal mail at: **PO Box 1220, Plettenberg Bay 6600, South Africa**