



# **Cedar Springs Privacy Policy**

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Cedar Springs are committed to maintaining the trust and confidence of visitors to our website. We do not, and we never will, sell, rent or trade email lists with other companies and businesses for marketing purposes. This privacy policy provides information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

When someone visits [www.cedarspringsholidays.co.uk](http://www.cedarspringsholidays.co.uk) we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

When you make a booking direct with Cedar Springs we keep your name, address, email and contact numbers on our database. We use this information to send past visitors to Cedar Springs our future brochures and the very occasional promotional email. Please be assured that we do not share your personal details with any other company without your consent. That consent is given upon completion of our booking form where you indicate your preference for future mailings. If you choose not receive future mailings from us you can be assured that we will not contact you in the future.

When you choose to receive future mailings from us we use a third party provider, Mailchimp, to deliver our very occasional marketing emails and brochures. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve. For more information please see Mailchimp's privacy notice. You can unsubscribe from these mailings at any time by contacting us directly.

You are entitled to access, amend or delete any of the personal information we hold. Please contact Kristel Howe at Cedar Springs. Please see contact details above.

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