



## **Privacy Policy**

**Last updated:** August, 2025

Inn the Lakes LLP is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal information when you visit our websites, sign up for our newsletter, or interact with us in other ways.

This policy applies to:

- **Inn the Lakes LLP**
- **The King's Arms**

### **1. Who We Are**

Inn the Lakes LLP ("we", "our", "us") operates The King's Arms, Hawkshead.

Registered address: THE OLD WORKSHOP 12B KENNERLEYS LANE  
WILMSLOW  
CHESHIRE  
ENGLAND SK9 5EQ

Partnership number: OC445783

If you have any questions about this policy, please email: [info@kingsarmshawkshead.com](mailto:info@kingsarmshawkshead.com)

### **2. Information We Collect**

We may collect the following personal information when you:

- **Visit our websites** – IP address, browser type, pages viewed, date/time of visit.
- **Make a booking** – name, email address, phone number, payment details (processed securely by our payment provider).
- **Sign up for our newsletter** – name, email address, consent preferences.
- **Contact us** – name, email address, and the content of your message.

- **Visit our venues** – CCTV images for security purposes.

### 3. How We Use Your Information

We use your information to:

- Process bookings and payments.
- Respond to your enquiries.
- Send you newsletters, offers, and updates (only if you've opted in).
- Improve our websites and services.
- Meet legal, regulatory, and security requirements.

### 4. Newsletter Sign-Up

If you sign up to our newsletter, we will:

- Only send you marketing emails with your explicit consent.
- Use your email address solely for our own hospitality updates, promotions, and events.
- Give you the option to unsubscribe at any time by clicking the link in our emails or contacting us directly.

### 5. Legal Basis for Processing

Under UK GDPR, we process your personal data on one or more of the following bases:

- **Consent** – for newsletter sign-up and marketing communications.
- **Contract** – to fulfil bookings and provide services you have requested.
- **Legitimate Interests** – for website security, service improvement, and CCTV use.
- **Legal Obligation** – where required by law.

### 6. Sharing Your Information

We will never sell your personal data. We may share it with:

- **Service providers** (e.g., booking platforms, payment processors, email marketing platforms).
- **Legal or regulatory authorities** when required.

All third-party providers are contractually obliged to protect your data.

### 7. Data Retention

We keep your personal data only for as long as necessary:

- Booking and transaction records – up to 7 years (for accounting purposes).

- Newsletter data – until you unsubscribe.

## 8. Your Rights

You have the right to:

- Access your personal data.
- Request corrections.
- Request deletion (where applicable).
- Withdraw consent for marketing.
- Lodge a complaint with the Information Commissioner's Office (ICO) at [www.ico.org.uk](http://www.ico.org.uk).

## 9. Cookies

Our websites use cookies to improve your browsing experience and analyse website traffic. You can adjust your browser settings to refuse cookies, but some site features may not function properly.

### What are cookies?

Cookies are small text files placed on your device when you visit a website. They help websites remember information about your visit, making your experience smoother and more personalised.

### How we use cookies

At Inn the Lakes LLP (including The King's Arms) we use cookies to:

- Make our websites work properly.
- Understand how visitors use our websites to improve them.
- Personalise your experience and remember your preferences.
- Support marketing and advertising (with your consent).

### Types of cookies we use

- **Essential cookies:** Required for basic website functions like booking forms and security.
- **Performance cookies:** Help us analyse website traffic and performance.
- **Functionality cookies:** Remember your preferences (like language or region).
- **Marketing cookies:** Used to deliver relevant adverts and offers.

### Your cookie choices

When you visit our websites, you'll see a cookie banner giving you options to:

- Accept all cookies.
- Reject non-essential cookies.
- Manage your cookie preferences.

You can also change your cookie settings at any time by adjusting your browser settings, but note that disabling some cookies may affect website functionality.

### **Third-party cookies**

Some cookies may be set by third-party services we use, such as analytics or social media platforms. We don't control these cookies but expect these providers to respect your privacy.

## **10. Security**

We take appropriate technical and organisational measures to protect your data against unauthorised access, alteration, disclosure, or destruction.

## **11. Changes to This Policy**

We may update this Privacy Policy from time to time. The latest version will always be available on our websites.

### **Contact us:**

Inn the Lakes LLP

[info@kingsarmshawkshead.com](mailto:info@kingsarmshawkshead.com)