**Back Track Bothies - Privacy Policy**

**1 What it is**

This privacy policy sets out how Back Track Bothies (BTB), uses and protects any information that you give BTB when you use this website.

BTB is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, and then you can be assured that it will only be used in accordance with this privacy statement.

BTB may change this policy by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 15th April 2022.

**2 What we collect**

We may collect the following information:

* Name
* Address
* Contact information including email address and mobile number
* Demographic information such as postcode, preferences and interests
* Information submitted by the user in the message field of the website contact form
* Information submitted by the user in the message body of an email
* Other information relevant to customer surveys and/or offers

**3 What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

* Internal record keeping.
* We may use the information to improve our products and services
* Service your enquiry submitted through our website contact form or via email
* Service your enquiry
* Service your booking

**4 Cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

As with most websites, this site uses Google Analytics (GA) to track user interaction. We use this data to understand our website users to provide a better service. GA tracks geographical location, device, internet browser and operating system, none of this information identifies you personally. GA records your computer’s IP address which can be used to personally identify you but Google does not allow us to access this. We consider Google to be a third-party data processor (see section 6.0 below.)

GA tracks geographical location, device, internet browser and operating system, none of this information identifies you personally. GA records your computer’s IP address which can be used to personally identify you but Google does not allow us to access this. We consider Google to be a third-party data processor.

[Click here](https://tools.google.com/dlpage/gaoptout) to opt out of Google Web Analytics.

**5 Contact forms and email links**

Should you choose to contact us using the contact form or an email link, none of the data that you supply will be stored by this website.

**6 Email communications**

We may periodically send promotional emails about new products, special offers or other information, which we think you may find interesting using the email address, which you have provided.

From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

**7 Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

**8 Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information, which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

**9 Controlling your personal information**

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us at Back Track Bothies, Glenfinnan, PH37 4LT; backtrackbothies@gmail.com.

We will promptly correct any information found to be incorrect.

**10 About this website’s server**

This website is hosted by IONOS, which has Web Servers within Data Centres in the UK, Germany and the US.

**11 Third party data processors**

We do not use any third parties to process personal data on our behalf.

**12 Data breaches**

We will report any unlawful data breach of this website’s database to any and all relevant persons and authorities within 72 hours of the breach, if it is apparent that personal data stored in an identifiable manner has been stolen.

**13 Changes to our Privacy Policy**

This privacy policy may change from time to time in line with legislation or industry developments. We will not inform our clients or website users of these changes, but recommend that you check this page occasionally for policy changes. Specific policy changes and updates are mentioned in the change log below.

**14 Change log**

15th April 2022: Privacy Policy instigated