

CV Marketing Solutions Ltd, trading as Simply Marketing Services Ltd understands and respects the importance of your privacy and we are committed to safeguarding your personal information. In providing our service to you, we must collect personal information from you and this policy outlines how we treat your personal data after it has been collected by any of our channels which include our website, call centre and any future digital services or channels as they evolve.

As of 25 May 2018 onwards, you and your personal data will be protected by the EU General Data Protection Regulation (which is otherwise known as GDPR) and a new UK Data Protection Act 2018. We will only process your personal data as set out in our privacy policy or otherwise notified to or agreed by you or as we are otherwise permitted to do in accordance with data protection laws.

## **What is our role in relation to your personal data?**

For the purposes of data protection laws, we, CV Marketing Solutions Ltd, trading as Simply Marketing Services Ltd, are a data controller in respect of the personal data you provide us with.

## **What information will we collect?**

We may collect all or some of the following information relating to you or other members of your party:

- names and contact/address details including telephone number and email address;
- credit/ debit card or other payment details (including card number, cardholder name, expiry date);
- special requirements such as those relating to any disability or medical condition which may affect the chosen arrangements;
- dietary restrictions (which may disclose your religious beliefs).

You are responsible for ensuring that other members of your party are aware of the content of this Policy and consent to your acting on their behalf in all your dealings with us.

Some of the information we collect (such as about health or religion) may be considered “sensitive personal data”. We collect it to cater to your needs or act in your interest, and we are only prepared to accept sensitive personal data from you on the condition that we have your positive consent. We will seek this consent when necessary.

## **How will we collect this information?**

We will only collect personal information from you by specifically asking for it:

- When you purchase a product or service from us
- When you subscribe to our newsletter
- When you register an account with us
- When you speak to our customer services team
- When you complete a survey or enter a competition
- When we use cookies to see which website pages are the most popular

## What will we do with it?

1. We will use your name, address and credit card details to complete your purchase with us.
2. We will also use your details to manage your arrangements, send you notifications and communicate with you generally.
3. For the purpose of providing you with the holiday services, we may have to disclose some of your information to the providers of the services making up your arrangements (who could be located outside the UK/EEA). We may also have to disclose some information to third parties in relation to customer services, credit card processing, or other services.
4. We may need to disclose your information where required by law, where such a request is made by a legal authority.
5. We may need to disclose our customer list including any personal information relating to you to a third party who acquires or attempts to acquire all or substantially all of the asset/ stock in our company or our website.
6. We may also disclose information to organisations who act as “data processors” on our behalf, or to other organisations that perform business functions on our behalf, some of whom are outside the UK/EEA. These functions include administration, providing services (and contacting you where necessary), customer care, business management and operation, re-organisation/structuring/sale of our business (or our group companies), risk assessment, security and crime prevention/detection, research and analysis, marketing, monitoring, measuring and assessing customer purchasing preferences and trends, dispute resolution, credit checking and debt collection.
7. We may from time to time contact you with information about special offers, brochures, new products, forthcoming events or competitions. If you do not wish to receive such information, you may ask us in writing not to receive it.
8. We may pass your details to other parties who offer goods or services which we feel may be of interest to you. If you do not wish to have your details passed on in this way, you may ask us in writing not to do so.
9. Where your personal data has been provided for the purpose of the holiday arrangements or other services you have contracted, we are entitled to retain this data for a period of at 6 years after those arrangements have been completed. In certain limited circumstances, we may be able to retain it for a longer period.

We have taken all reasonable steps to have appropriate security measures in place to protect your information. Outside the European Economic Area, controls on data protection may not be as wide as the legal requirements in this country. The transmission of information via the internet is never completely secure. We exclude our liability for personal data lost in transmission to the website.

## What can I do?

You are entitled to ask us (by letter or e-mail) what personal data of yours is being held or processed, for what purpose and to whom it may be or has been disclosed. If you do not agree to our use of the information as set out above, you should inform us

as soon as possible by writing to us at CV Marketing Solutions Ltd, trading as Simply Marketing Services Limited of 79 Myddleton Road, London N22 8NE, United Kingdom or by email at [info@simplymarketingservices.com](mailto:info@simplymarketingservices.com). You can ask us to erase your personal data in certain circumstances, for example where you have withdrawn your consent to further marketing material where the data in question has only been processed for this purpose. However, this is not always the case. Please see above for further information on the period of time we may retain personal data.

We aim to respond to you within 30 days from the date of request.

You can also choose not to provide us with some of the information we request, however as a result we may not be able to complete your arrangements.

## Opt-Out Policy

Subscribers can opt out of receiving further information from us at any time. You will also be given a fast and easy option of opting out on all communications. Email us at [info@simplymarketingservices.com](mailto:info@simplymarketingservices.com) to unsubscribe.

## COOKIES

Please note that in order for us to provide you with optimum service, we use 'Cookies' on our website.

### What are cookies?

A cookie is a text-only string of information that a website transfers to the cookie file of the browser on your computer's hard disk so that the website can remember who you are. Cookies will typically contain the name of the domain from which the cookie has come, the "lifetime" of the cookie, and a value, usually a randomly generated unique number. Two types of cookies are used on this web site - session cookies, which are temporary cookies that remain in the cookie file of your browser until you leave the site, and persistent cookies, which remain in the cookie file of your browser for much longer (though how long will depend on the lifetime of the specific cookie).

Cookies allow us to obtain information regarding users of our site which essentially helps us to provide you with a better user experience and tailor our services to your individual needs. We may collect information such as your IP address, online activity, web browser details and online activity. We will not however collect or store any of your passwords or other highly sensitive data.

**By using our website with your browser settings adjusted to accept all cookies, we will take this to mean that you want to use our products and services, and that you consent to our use of cookies and other technologies as described in this Policy.**

**Browser settings:** Most browsers have options that allow the visitor to control whether the browser will accept cookies, reject cookies, or notify the visitor each time a cookie is sent. You may elect to reject cookies by adjusting your browser's settings, but doing so will limit the range of features available to the visitor on our site and most other major websites that use cookies.

We use the following types of cookies on our website:

### Category 1: strictly necessary cookies

These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website. Without these cookies services you have asked for, like shopping baskets or e-billing, cannot be provided.

## **Category 2: performance cookies**

These cookies collect information about how visitors use a website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how a website works. By using our website, you agree that we can place these types of cookies on your device."

### **This website uses Google AdWords**

In addition to using cookies and related technologies as described above, we also may permit certain third party companies to help us tailor advertising that we think may be of interest to users and to collect and use other data about user activities on our Sites and/or Services (e.g., to allow them to tailor ads on third party services). These companies may deliver ads that might also place cookies and otherwise track user behaviour.

This website uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors to our site. It could mean that we advertise to previous visitors who haven't completed a task on our site, for example using the contact form to make an enquiry. This could be in the form of an advertisement on the Google search results page or a site in the Google Display Network. Third-party vendors, including Google, use cookies to serve ads based on someone's past visits to the CV Marketing Solutions Ltd, trading as Simply Marketing Services website. Of course, any data collected will be used in accordance with our own privacy policy and Google's privacy policy.

With remarketing, you may see ads for our products you have previously looked at. For this to happen, Google, or other remarketing providers will read a cookie that is already in your browser, or they place a cookie in your browser when you visit our site (This can only happen if your browser is set to let it happen).

You can set preferences for how Google advertises to you using the [Google Ad Preferences page](#), and if you want to you can [opt out of interest-based advertising entirely by cookie settings](#) or by using the Google Analytics Opt Out Browser add on.

### **Google Analytics**

We also use cookies to monitor and understand more about how our websites and services are used and accessed, which in turn lets us optimise the user experience and build a website that suits the needs of our users and drive the direction of our business. We use Google Analytics who store cookies on your device to generate anonymous reports and statistics.

Google stores this information in accordance with their [privacy policy](#).

### **Further information**

To find out more information about cookies, please visit [www.cookiepedia.org](http://www.cookiepedia.org).

## **Protecting your information**

We take website security very seriously and we are committed to safeguarding your personal information. We take a number of administrative and technical steps,

including conducting periodic Data Privacy Impact Assessments to ensure the security of the information you provide to us.

## **External Links**

Please note that our website contains certain literature and hyperlinks to websites owned by third parties. This privacy statement covers websites owned and controlled by us only. Links to other websites and any information collected by these sites are not covered by this privacy statement.

## **Monitoring**

To ensure that we carry out your instructions accurately, to help improve our service and in the interest of security, we may monitor and/or record: (1) your telephone calls; and (2) customer transactions and activities on our website. All recordings are and shall remain our sole property.

## **Updates and Changes**

As our privacy statement may change due to developments in the law we encourage you to re-read this from time to time so you are aware of any changes in how we gather and use your personal information. Any changes to this Policy will be either posted on our website, brochure and/or made available on request.