

# Privacy Notice for Leisure Facilities

The purpose of this privacy is to inform you on how your personal data is used by us here at Bournemouth West Cliff Hotel when you use our leisure facilities, either as a guest, visitor or gym member.

This privacy notice provides information related to our leisure facilities only and is in supplement to our [main privacy policy](#).

## Who are we?

For the purpose of the Data Protection Act 2018 (the "Act") and the General Data Protection Regulation (the "GDPR"), the data controller of your personal data is Boundless by CSMA. In this notice whenever you see the words 'we', 'us', 'our', 'Boundless', 'Bournemouth West Cliff Hotel', it refers to Boundless by CSMA.

We have contracted a health club management services provider, 3D Leisure Limited to run our spa and health club. Under the definitions of the current Data Protection Laws we (boundless by CSMA) are the data controller, 3D Leisure are a data processor.

If you have any questions in relation to this Privacy Policy or how we use your personal data, you can contact us in any of the following ways:

- Email: [reception@bournemouthwestcliffhotel.co.uk](mailto:reception@bournemouthwestcliffhotel.co.uk)
- Post: Guest Services, Boundless, Britannia House, 21 Station Street, Brighton BN1 4DE
- Telephone: [01202 751 000](tel:01202751000)

We have a Group Data Protection Officer, Andy, who is also happy to answer any questions or concerns you might have and can be contacted directly at [dpo@boundless.co.uk](mailto:dpo@boundless.co.uk).

## When do we collect personal data?

There are a number of times that we may collect personal data from you, namely:

- When you make a booking for a spa treatment or spa package
- Making a general enquiry
- Join our health club
- Make use of our leisure facilities
- Complete a health declaration
- When you book classes or fitness advise and instructions
- When you join our health club, creating a personalize plan, inductions or instructions
- When making a payment to use the Isiure facilities
- When you visit or browse our website – please refer to our cookie policy for further details
- CCTV – when you are using our facilities.

## What Personal Data do we Collect?

When you use our leisure facilities, you will be asked for different information at different times, which may include:

- Your name and contact details
- Room number if a guest at the hotel
- Payment details
- Postal address (for delivery fulfilment)
- Telephone number
- Payment details
- CCTV images
- Anonymised images through swimming pool sensors

## How will we use your Personal Data?

We'll only use your personal data on relevant lawful grounds as permitted by the Data Protection Act 2018, GDPR and the Privacy of Electronic Communication Regulations 2003, and any successor legislation to these.

Under these data protection laws, we can only use your personal data if we have a proper reason for doing so, such as:

- to comply with our legal and regulatory obligations;
- for the performance of our contract with you or to take steps at your request before entering into a contract;
- for our legitimate interests or those of a third party; or
- where you have given consent.

If we are asked by the police, law enforcement agency or any other regulatory or government authority investigating suspected illegal activities, we may need to disclose and exchange information with that authority to comply with our legal and regulatory obligations.

Below are the key reasons we may process your data:

Personal data processed	Purpose of processing	Lawful basis for processing
Name, contact details and payment information	Making a spa booking	Carrying out our contractual obligations as in our terms and conditions.
Name, contact details	If making a general enquiry	Legitimate Interest
Name and room number	Signing in as a hotel guest to use the facilities	Carrying out our contractual obligations as in our terms and conditions.
Medical conditions	When completing a treatment consultation form	Carrying out our contractual obligations as in our terms and conditions.
Name and email address	To provide updates and offers from time to time via email	Consent by opting into our mailing list. You can opt out of this mailing list any time.

Images through CCTV	We use CCTV in a number of areas of the hotel and leisure facilities	Please refer to our CCTV Policy
Images and tracking movement in the swimming pools.	We use an advanced drowning-detection system in our two pools for the safe guarding and wellbeing of users.	Legal Obligation – we have created a handy information sheet regarding this technology which you can read by clicking here
Personal Emergency Evacuation Plan	Only when required	Legal Obligation

**Also – as a Health Club Member:**

Name, contact details and payment information	When joining the health club as a member	Carrying out our contractual obligations as in our terms and conditions
Name, address	Sending a welcome pack and other information	Carrying out our contractual obligations as in our terms and conditions
Name, contact details	Reminder of induction session	Carrying out our contractual obligations as in our terms and conditions
Name, membership number	Create personalised health plan, reassessment of plan & review as set out in our promise.	Carrying out our contractual obligations as in our terms and conditions
Name, contact details, membership number	Inform you regarding the renewal of your account	Carrying out our contractual obligations as in our terms and conditions

## Who we share your Personal Data with

When we allow third parties acting on behalf of Boundless to access your information, we will always have complete control of what they see, how long they see it and what they are allowed to do with it by imposing strict contractual obligations on them such as data sharing agreements. We do not sell or share your personal information for other organisations to use.

Personal data collected and process by us may be shared with the following groups where necessary:

- Health Club and Spa staff
- Boundless employees and hotel staff
- Third party cloud hosting and IT infrastructure providers who host the website and provide IT support in respect of the website.

Also, under strict controlled conditions:

- Contractors
- Service providers providing services to us
- Advisors
- Agents
- Auditors

We may also disclose your personal information to third parties if we are under the duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use or cookie policy and other agreements; or to protect the rights, property, or safety of Boundless, our members, volunteers and employees. This includes exchanging information with other companies and organisations for the purposes of fraud protection.

## Where your personal data is held

Your personal data is primarily held in our data bases which are Microsoft systems located in the EU. Your data may be held at our hotel, third party agencies, services providers, representatives and agents as described above. All systems are cloud based with servers located within the European Economic Area and we do not pass your information outside of the EEA.

## Your Privacy Rights

You have the following rights, which you can exercise free of charge:

Access	The right to be provided with a copy of your personal information (the right of access)
Rectification	The right to require us to correct any mistakes in your personal information
To be forgotten	The right to require us to delete your personal information—in certain situations
Restriction of processing	The right to require us to restrict processing of your personal information—in certain circumstances, for example, if you contest the accuracy of the data
Data portability	The right to receive the personal information you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations
To object	The right to object:

	<p>—at any time to your personal information being processed for direct marketing (including profiling);</p> <p>—in certain other situations to our continued processing of your personal information, for example, processing carried out for the purpose of our legitimate interests.</p>
Not to be subject to automated individual decision-making	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you
Right to withdraw consent	If you have given us your consent to use your personal information, you can withdraw your consent at any time. This might impact our ability to provide goods and services to you

For further information on each of those rights, including the circumstances in which they apply, please contact us or see the [Guidance from the UK Information Commissioner’s Office \(ICO\) on individuals’ rights under the General Data Protection Regulation](#).

If you would like to exercise any of those rights, please:

- Send a written request by either email or letter to our Data Protection Officer (please see ‘who are we’)
- email, call or write to our Data Protection Officer (please see ‘who are we’)
- let us have enough information to identify you;
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill); and
- let us know what right you want to exercise and the information to which your request relates.

## How Long Your Personal Data will be kept and where

We will only use your information for as long as it is required for the purpose it was collected for. If we collect your personal information, the length of time we retain it is determined by a number of factors, including the purpose for which we use that information and our obligations under other laws.

Your personal data is primarily held in different data bases depending on your interaction with us. Your data may also be held at our hotel, third party agencies, services providers, representatives and agents as described above. All systems are cloud based with servers located within the European Economic Area and we do not pass your information outside of the EEA.

We will retain your data as a health club member for 7 years in accordance with the Limitation Act 1980. This acts states either you or we may bring a claim for breach of contract within six years of the event giving rise to a breach. In order that we may defend or bring a breach of contract claim (and to comply with disclosure requirements) we keep your account record for 7 years. This period takes into

account the 4-month period during which a claim form, issued on the last day of the limitation period, remains valid for service and for any extension for service which may be granted by the court.

Enquiries will be kept for only as long as necessary to deal with it.

When it is no longer necessary to retain your personal data, we will delete or anonymise it.

If a PEEP has been conducted, this will be retained for 7 years.

CCTV images are not kept for more than 30 days in line with our CCTV policy.

All images from AngelEye sensors and cameras are kept for 72 hours and then deleted.

## How we secure your data

We maintain physical, electrical and procedural safeguards in connection with the collection, storage and disclosure of personally identifiable information. We have taken technical and organisational measures to secure your data, including:

- This website has a secure https:// address (URL). This means that a SSL certificate is in place so that if you submit any data via the website, then your information is encrypted whilst it is being transmitted to the applicable database or email server
- We limit access to your personal data to those who have a genuine business need to access it. Only employees who need the information to perform a specific job are provided with access to your data. Those processing your data will do so only in an authorised manner and are subject to a duty of confidentiality. Contracts will be in place to protect any personal data.
- All our staff complete mandatory information security and data protection training on employment and annually thereafter to reinforce responsibility and requirements set out in our information security policies.
- We conduct Privacy Impact Assessments in accordance with Data Privacy guidelines
- We implement appropriate measures and controls, including monitoring and physical measures, to the processing and storage of data.
- We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.
- We require, through the use of contract and security reviews, our third-party vendors and providers to protect any personal information with which they are entrusted in accordance with our own policies and procedures

## Use of Automated Decision Making

Generally we do not use any personal data for profiling or decision making at the hotel. The only exception to this is regarding the use of our swimming facilities through the AngelEye anti-drowning system. Using an advanced underwater sensor and camera system and artificial intelligence software (AI), all swimmers are monitored simultaneously regardless of the bather load. The images are processed by dedicated software that determines the presence of swimmers in the pool, studies their movements and uses algorithms to interpret their behaviour. If the person is believed to be having trouble moving or if the body does not emerge on the surface, the system issues an alert.

The lawful basis for this is Legal Obligation – as part of the HSG 179 Health and Safety in Swimming Pools the use of technology and drowning detection systems such as the AngelEye system is listed as one of the control measures.

## Your Right to Complain

If you have any queries, concerns or wish to make a complaint you should contact our Guest Services team at [reception@bournemouthwestcliffhotel.co.uk](mailto:reception@bournemouthwestcliffhotel.co.uk) or by calling [01202 751000](tel:01202751000) You can also lodge a complaint with a supervisory authority – please refer to the main Privacy notice section for further details.

The General Data Protection Regulation also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or EEA) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

## Questions about this Privacy Notice

If you have any questions in relation to this privacy notice or how we use your personal data, we have a Data Protection Officer, Andy, who is happy to answer any questions or concerns you might have. You can contact him by email [dpo@boundless.co.uk](mailto:dpo@boundless.co.uk).