



## **PRIVACY PROTECTION**

Your privacy is important to us. The Hilton Garden Inn Snowdonia is committed to safeguarding the personal information you provide to us and to protecting your privacy, as well as clearly stating how that information is used to deliver our service to you.

The purpose of this privacy statement is to assist you in understanding how we, the Hilton Garden Inn Snowdonia, use personal information collected via this website, and the choices you can make about how your personal information is used.

Where we hold your information, we will notify you, by email, of any amendments to this privacy statement and provide you with details of what to do next.

The services offered by Hilton Garden Inn Snowdonia are intended for persons over the age of 18. Users under the age of 18 are welcome to browse the Hilton Garden Inn Snowdonia website, but should not provide us with any personal information.

## **THE INFORMATION WE COLLECT**

You do not have to provide any personal information in order to browse this website.

We may collect personal information about you when you register with us. This information includes your personal details (detailed below) ethnicity and preference information to enable personalisation. You are able to update the personal information we collect and hold about you at any time by visiting your profile.

In addition to your personal information, when you use our website, we may collect tracking information such as your browser type, the operating system you use, the name of your internet service provider and pages visited on the site.

The Hilton Garden Inn Snowdonia gets this information by using technologies, including cookies to increase the functionality and user-friendliness of our website and to better tailor our website to your needs. For example, we may want to know how long the average user spends on our website, or which pages get the most

attention. Information such as this will only be used in aggregate form and will not identify you personally.

In order to send email communications to our registrants, we use a third-party email service provider. Data will be transferred to our email service provider for this purpose. Our email service provider is currently Force 24. We may, without notice, change our provider to one delivering similar services. Where this occurs, we will ensure that at least the same level of protection is applied to your personal information.

### **WHAT INFORMATION DO WE COLLECT?**

IP Address

Name

Address

Date of Birth

Email

Interests

### **HOW THE INFORMATION IS USED**

We collect information on our users to:

help us improve and provide a personalised service to you.

conduct market research.

analytics

reply to your enquiries more efficiently through the services we provide.

run competitions.

inform you of new offers, products and services that may be of interest to you.

create personalised email alerts. You can manage your subscriptions by logging in to your account.

We also use information in aggregate form (i.e. your individual details cannot be identified) to:

build up marketing profiles.

aid strategic development.

audit usage of the site.

help us deliver relevant content to you on social media websites such as Facebook (see 'Online advertising we use').

## **ONLINE ADVERTISING WE USE / GOOGLE ANALYTICS & RE-MARKETING**

Our websites use Google analytics and Google's re-marketing technology. This technology enables users who have already visited our online services and shown interest in our services to see targeted advertising on Google partner network websites. Likewise, users that are similar to the visitors of our websites can be addressed. The advertising will be displayed through the use of web cookies. Using cookies, the user behaviour on a website can be analysed and subsequently utilised to provide targeted product recommendations and advertising based on the user's interests.

If you would prefer to not receive any targeted advertising, you can deactivate the use of cookies for these purposes through [Google](#). Alternatively, users can deactivate the use of cookies by third-party providers by visiting the [Network Advertising Initiative's deactivation website](#)

Please note that Google has its own data protection policy, which is independent of our own. We assume no responsibility or liability for their policies and procedures. Please read [Google's privacy policy](#) before using our websites. [How Google uses data](#)

## **FACEBOOK PIXEL**

Our website utilises the 'Pixel' service of Facebook Inc., 1601 S. California Ave., Palo Alto, CA 94304, USA ("Facebook"). This tool allows us to re-target users on Facebook after they have visited the Adventure Parc Snowdonia site. It is also an analytics tool used to record the efficacy of Facebook advertisements for statistical and market research purposes. The collected data remain anonymous. This means that we cannot see the personal data of any individual user. However, the collected data is saved and processed by Facebook\*. Facebook is able to connect the data with your Facebook account and use the data for their own advertising purposes, in accordance with Facebook's Data Use Policy. You can revoke your permission at Facebook – Website custom audiences.

(\* Information accurate at the time of writing this statement.)

## **HOW WE SHARE INFORMATION WITH THIRD PARTIES**

We may share information with trusted third parties, to help us with advertising, marketing and promotions as well as analyse the effectiveness of campaigns and promotions.

We reserve the right to release personal information without your consent or without consulting you, when we believe that this is appropriate, such as to comply with our legal obligations, to enforce our terms and conditions or to protect the security of this website or to prevent fraud.

## **COOKIES AND OTHER SIMILAR TECHNOLOGIES**

Hilton Garden Inn Snowdonia uses first-party and third-party, session and persistent cookies, tags and other similar technologies as a means of collecting non-sensitive information on general website usage so that we may improve your experience on our website.

Cookies are a small piece of information placed on your computer's hard drive via your web browser to enable the sender to identify, authenticate and maintain specific information about how users behave. Cookies make using the website's facilities quicker, easier and more convenient as well as allowing registered Wave Garden Spa users to be presented with a personalised version of the site.

For more information on the cookies used on this website and how to opt out of accepting cookies, see our list of cookies. Please read this information in full before deciding whether to disable cookies, as doing so may reduce your enjoyment of our website.

To save you time, you can check the 'Keep me logged in' checkbox when you log in. We do not recommend that you enable this option on a shared or public computer.

## **LINKS**

This website contains links to other websites that are not controlled by Wave Garden Spa. This privacy statement applies only to this website.

## **UPDATING YOUR PERSONAL INFORMATION**

Please keep us informed of any changes in your personal details. You can at any time update or correct your registration information and change your choices about the information services you would like to receive, by logging into your account.

## **REQUESTING A COPY OF YOUR PERSONAL INFORMATION**

You may, at any time, request a copy of the personal information we hold on you, free of charge. To do this, please contact us via email at [info@HGISnowdonia.com](mailto:info@HGISnowdonia.com) We will aim to respond within three working days and provide the information within 28 days.

## **UNSUBSCRIBING AND DISABLING YOUR ACCOUNT**

You may unsubscribe from Hilton Garden Inn Snowdonia's emails by following the unsubscribe link in any of our email communications to you or, alternatively, by logging in to your email subscriptions page to edit your subscriptions.

If you would like us to remove your personal information from our systems, please contact [info@HGISnowdonia.com](mailto:info@HGISnowdonia.com)

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