

## The Burlington Hotel Eastbourne Privacy Policy

The Burlington Hotel Eastbourne does not capture and store any personal information about individuals who access this website except where you voluntarily choose to give us your personal details via e-mail, or by using an electronic form, or enquiring about any of our services.

Personal data supplied for enquiry purposes will be used exclusively for providing you with the information requested, and will not be passed on to any outside organisation and/or individuals without your express consent.

If you have booked a service with us, we may process your personal data based on our legitimate interest to send you relevant emails related to your booking, such as confirmations, updates, and personalised offers. You may opt out of these communications at any time by following the unsubscribe link in our emails or contacting us directly.

Personal data provided via e-mail or electronic forms in connection with the provision of Council services is subject to a specific confidentiality policy under the Data Protection Act 1998. This policy applies to all personal data supplied, whether verbally, in writing or electronically.

The Burlington Hotel Eastbourne does not use “cookies” for any purposes except that required for system administration of the web server and to administer the following advertising services:

### Google AdWords

This website uses the Google AdWords remarketing service to advertise on third party websites (including Google) to previous visitors to this 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 Burlington Hotel Eastbourne website. Any data collected will be used in accordance with our own privacy policy and Google's privacy policy. 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 permanently using a browser plugin.

### Facebook

This website uses Facebook custom audience targeting and Facebook conversion tracking to provide measurement services and information and target ads based on your behaviour on this website, including remarketing. Any data collected will be used in accordance with our own privacy policy and Facebook's privacy policy. You can find out

more information and learn how to opt-out here [www.aboutads.info/choices](http://www.aboutads.info/choices) and [www.youronlinechoices.eu/](http://www.youronlinechoices.eu/)

If you have opted in to receive marketing communications we may display interest-based ads to you when using Facebook through a tool offered by Facebook called the Custom Audience Tool. This tool allows us to personalise our ads based on your previous booking experience with us. We do not share any personalised information with Facebook, your email address is converted to a unique number that Facebook uses to match against its own user profiles. You can review which advertisers are showing you ads based on your contact information and opt out of these ads at any time here: <https://www.facebook.com/ads/preferences/>

This Privacy Policy covers the website <https://www.theburlingtoneastbourne.com/>

Links from this web site to other web sites are not covered by this policy.