

Luxstay Ventures customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Post

483 Green Lanes, LONDON, N13 4BS, GB

Email

info@luxstayventures.com

What information we collect, use, and why

We collect or use the following information to **provide and improve products and services for clients**:

- Names and contact details
- Addresses
- Gender
- Payment details (including card or bank information for transfers and direct debits)
- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Usage data (including information about how you interact with and use our website, products and services)
- special requests, preferences for room setup

We collect or use the following personal information for the **operation of client or customer accounts**:

- Names and contact details
- Addresses
- Purchase or service history
- Account information, including registration details
- Information used for security purposes
- Marketing preferences
- Technical data, including information about browser and operating systems

We collect or use the following personal information for **information updates or marketing purposes**:

- Names and contact details
- Addresses
- Profile information
- Marketing preferences
- Purchase or account history
- Website and app user journey information
- IP addresses

We collect or use the following personal information to **comply with legal requirements**:

- Name
- Contact information
- Identification documents
- Client account information
- Any other personal information required to comply with legal obligations

We collect or use the following personal information to **protect client welfare**:

- Names and contact information
- Client account information
- Emergency contact details



We also collect or use the following information to **protect client welfare**:

- Health information

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Address
- Payment details
- Account information
- Purchase or service history
- Photographs
- Customer or client accounts and records
- Information relating to health and safety (including incident investigation details and reports and accident book records)
- Correspondence

Lawful bases and data protection rights

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide and improve products and services for clients** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - Legitimate Interest Explanation: Our legitimate interest in collecting and using personal information stems from our commitment to enhancing the guest experience and delivering high-quality services. By gathering information such as contact details, preferences, and feedback, we can tailor our offerings to better meet the needs and expectations of our clients. Benefits of Collecting Information: Personalized Services: Understanding our guests' preferences allows us to provide tailored recommendations and services, improving their overall stay experience. Efficient Communication: Collecting contact information enables us to communicate important updates regarding their bookings, check-in procedures, and promotional offers that may interest them. Service Improvement: Feedback and insights help us identify areas for improvement, ensuring that we continually enhance our services and meet our guests’ evolving needs. Customer Support: Having relevant information on hand allows us to address queries and complaints more effectively, fostering trust and satisfaction. Balancing Benefits and Risks: While we recognize that collecting personal information carries potential risks, such as data breaches or privacy concerns, we take extensive measures to mitigate these risks. We implement strong data security protocols, limit access to personal data, and ensure compliance with applicable data protection laws. By prioritizing transparency and providing our guests with control over their information (e.g., the option to opt out of marketing communications), we ensure that their rights are respected. The benefits of improved service quality and guest satisfaction significantly outweigh the minimal risks involved in collecting and processing this information.

Our lawful bases for collecting or using personal information for the **operation of client or customer accounts** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - Explanation of Legitimate Interests: In the operation of client or customer accounts for our serviced accommodation business, we collect and use personal information to facilitate seamless booking, enhance the customer experience, and provide personalized services. Benefits of Collecting Information: Efficient Service Delivery: Collecting personal information, such as contact details and preferences, allows us to streamline the booking process and ensure a smooth check-in and check-out experience for our clients. This efficiency directly benefits customers by reducing wait times and administrative hassle. Personalized Experience: By understanding our clients' preferences and needs, we can tailor our services, such as room selection, special requests, and recommendations for local attractions. This personalization enhances customer satisfaction and fosters loyalty. Timely Communication: Having accurate contact information enables us to communicate essential updates, such as

booking confirmations, changes, and promotional offers. This proactive communication ensures clients are well-informed, enhancing their overall experience. Improved Customer Support: By maintaining detailed client records, we can address queries and concerns more effectively, leading to quicker resolution times and a better support experience. Assessment of Risks and Benefits: While there are potential risks related to privacy and data security, we prioritize client confidentiality and take robust measures to protect personal information. We implement strict data protection protocols, including encryption, limited access, and regular audits to safeguard against unauthorized access or breaches. The benefits of collecting this information—improved service delivery, personalized experiences, and effective communication—significantly outweigh the potential risks. We believe that by being transparent about our practices and prioritizing customer trust, we can create a positive and secure environment for our clients. In summary, our legitimate interest in collecting personal information for the operation of client accounts is driven by our commitment to enhancing customer experiences while ensuring their privacy and security are respected and protected.

Our lawful bases for collecting or using personal information for **information updates or marketing purposes** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - Legitimate Interest Explanation: Our legitimate interest in collecting and using personal information for updates and marketing purposes is driven by our goal to maintain ongoing communication with our clients and provide them with valuable information about our services. Benefits of Collecting Information: Relevant Offers: By understanding our clients’ preferences and past interactions, we can send tailored offers and promotions that align with their interests, enhancing their experience with our brand. Stay Informed: We keep our clients updated on new services, special events, and improvements to our accommodations, ensuring they have access to the latest information that may enhance their future stays. Enhanced Engagement: Personalized communication fosters a stronger relationship between our business and clients, making them feel valued and understood. Customer Loyalty: By providing relevant content and offers, we aim to increase customer loyalty and repeat bookings, which benefits both the client and our business. Balancing Benefits and Risks: We acknowledge that the collection of personal information for marketing purposes carries potential risks, such as unwanted communication or privacy concerns. To address this, we implement robust data protection measures, including secure data storage, restricted access, and adherence to relevant regulations. Furthermore, we ensure that our clients have clear options to manage their preferences regarding communications, including the ability to opt out of marketing emails at any time. By prioritizing transparency and respect for our clients’ preferences, we strive to ensure that the benefits of our communication efforts outweigh any potential risks. Ultimately, our aim is to create a mutually beneficial relationship where clients receive relevant information and offers, while we enhance their experience and foster loyalty to our brand.

Our lawful bases for collecting or using personal information to **comply with legal requirements**:

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information to **protect client welfare** are:

- Vital interests – collecting or using the information is needed when someone’s physical or mental health or wellbeing is at urgent or serious risk. This includes an urgent need for life sustaining food, water, clothing or shelter. All of your data protection rights may apply, except the right to object and the right to portability.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - We collect and use personal information for the purpose of addressing queries, complaints, or claims from our clients. This practice is essential for maintaining high standards of service and ensuring customer satisfaction. Benefits of Collecting Information: Enhanced Customer Experience: By understanding the specifics of a client’s query or complaint, we can provide timely and effective responses, which leads to improved customer satisfaction and loyalty. Service Improvement: Analyzing feedback helps us identify areas for improvement in our services, allowing us to enhance our offerings and better meet client needs. Risk Mitigation: Promptly addressing complaints minimizes potential disputes and fosters a trust-based relationship with clients, which is crucial in the hospitality industry. Balancing Benefits and Risks: While we recognize that collecting personal information carries some risks, such as potential privacy concerns, we implement robust data protection measures to safeguard client information. Our practices include secure data storage, limited access to personal data, and regular reviews of our data handling procedures. By prioritizing transparency and client communication, we ensure that our clients are informed about how their data is used and feel confident that their privacy is respected. Ultimately, the benefits of using personal information to improve service quality and client relations outweigh the potential risks, as our primary aim is to enhance the client experience and uphold their rights.

Where we get personal information from

- Directly from you
- Suppliers and service providers

How long we keep information

Luxstay Ventures Retention Policy

Purpose

This retention policy outlines how Luxstay Ventures manages personal information collected from clients, employees, and other stakeholders, ensuring compliance with data protection regulations and promoting transparency.

Retention Schedule

Booking Information:

Types of Information: Names, contact details, payment information, stay history.

Retention Period: 6 years after the last booking.

Reason: Compliance with tax regulations and to resolve potential disputes.

Customer Feedback and Complaints:

Types of Information: Survey responses, complaints records.

Retention Period: 2 years.

Reason: To improve service quality and monitor ongoing issues.

Marketing Data:

Types of Information: Email addresses for newsletters, promotional materials.

Retention Period: Until consent is withdrawn or 2 years from the last engagement.

Reason: To maintain accurate marketing lists and comply with data protection regulations.

CCTV Footage:

Types of Information: Video recordings for security purposes.

Retention Period: 30 days.

Reason: For security and safety compliance.

Contractual Agreements:

Types of Information: Terms of service, rental agreements.

Retention Period: 6 years after the contract ends.

Reason: To address any legal claims that may arise.

Legal Documents:

Types of Information: Incident reports, legal claims.

Retention Period: 6 years after resolution.

Reason: Compliance with legal obligations.

Employee Information (if applicable):

Types of Information: Personal details, payroll information.

Retention Period: 6 years after employment ends.

Reason: Compliance with employment law and potential disputes.

Review and Deletion

Luxstay Ventures will regularly review its retention schedule to ensure compliance with legal requirements. Personal information that is no longer necessary will be securely deleted or anonymized.

Data Security

All retained information will be stored securely, with access limited to authorized personnel only. Appropriate technical and organizational measures will be implemented to protect personal data.

Policy Review

This retention policy will be reviewed annually or as necessary to accommodate changes in legal requirements or business practices. **Who we share information with**

Others we share personal information with

- Insurance companies, brokers or other intermediaries
- Professional or legal advisors
- Regulatory authorities
- Organisations we're legally obliged to share personal information with

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated

22 September 2024