

Privacy Policy

iknow-UK Limited ("iknow") has a Privacy Policy to protect users of its own websites, websites it provides for others and other internet products. By visiting this website ("Website") you are accepting and consenting to the practices described in this policy.

Summary

- iknow respects and wishes to protect your privacy therefore this policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.
- For the purposes of the Data Protection Act 1998 (the "Act") the data controller is iknow-uk Limited of Centurion House, Centurion Way, Leyland, Lancashire, PR25 3GR.
- The use of your personal data by the establishment(s) is a matter between the establishment(s) and yourself and you should refer to the hospitality establishment's privacy policy.
- We may use your personal data to contact you about iknow products and services.
- We may pass on personal details that we collect and/or you provide to us to the partnering establishment(s) detailed on the Website ("Affiliates").
- We do use summary details of all enquiries in order to report the performance of the Website.
- Personal identifying details of individual enquiries are never disclosed in Website performance material.

Collection and use of your personal data

- iknow collects personal identifying information if you chose to provide it when using the website.
- Enquiry data you provide is passed directly to selected establishment(s) and may be passed to the Affiliates. It may also be used to contact you about iknow and/or Affiliates' products and services.
- In common with all website log files, data concerning your computer hardware and software will be automatically collected by iknow. This data can include your IP address, time zone setting, browser plug-in types and versions, operating system and platform, and browser type and version. This data will be used by iknow for maintenance purposes, to guarantee quality and to produce general statistics about the use of its websites.

Use of your personal data

In addition, iknow collects your personal data and uses the information:

- (a) to administer the Website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- (b) in order to determine the most popular parts of the Website. This data is used in order to adapt web content for customers whose behaviour suggests that they are interested in a particular area;
- (c) to improve the Website to ensure that content is presented in the most effective manner for you and for your computer;
- (d) to allow you to participate in interactive features of our service, when you choose to do so;
- (e) as part of our efforts to keep our Website safe and secure;

- (f) to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- (g) to make suggestions and recommendations to you and other users of our Website about goods or services that may interest you or them.

In respect of the information that you give iknow, iknow will use this information:

- (a) to carry out its obligations arising from any contracts entered into between you and iknow and to provide you with the information and services that you request from iknow;
- (b) to provide you with information about other services iknow and/or its Affiliates offer that are similar to those that you have already purchased or enquired about;
- (c) to notify you about changes to our service;
- (d) to ensure that content from the Website is presented in the most effective manner for you and for your computer.

Disclosure of your personal data

iknow will pass on personal data without notice to any member of its group which means its subsidiaries, ultimate holding company and its subsidiaries (as defined in section 1159 of the Companies Act 2006), the relevant hospitality establishment(s) and/or its Affiliates, and also:

- (a) when it is necessary for conformity to legal restrictions on iknow or the Website;
- (b) for the protection and defence of the rights or property of iknow;
- (c) for the protection of the personal security of the users of iknow, iknow websites or of the public.

Additionally, iknow may disclose your personal information to third parties in the event that it sells or buys any business or assets, in which case iknow may disclose your personal data to the prospective seller or buyer of such business or assets.

Where iknow stores your personal data

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by Affiliates, hospitality establishments, staff or associates operating outside the EEA. Such persons may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to iknow is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. Where iknow has given you (or where you have chosen) a password which enables you to access certain parts of our Website, you are responsible for keeping this password confidential. iknow asks you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although iknow will do its best to protect your personal data, iknow cannot guarantee the security of your data transmitted to the Website; any transmission is at your own risk. Once iknow has received your information, it will use strict procedures and security features to try to prevent unauthorised access.

Your rights

You have the right to ask iknow not to process your personal data for marketing purposes. You can exercise your right to prevent such processing by telephoning 08432 993900 or emailing controller@iknow-uk.com.

The Website contains links to and from the websites of its partner networks, advertisers, hospitality providers and Affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that iknow does not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Access to information

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information iknow holds about you.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to controller@iknow-uk.com.

Changes to this document

iknow will occasionally update this data protection guarantee in order to take account of feedback from firms and customers. iknow recommends that you regularly check this document so that you are kept informed of iknow data protection.

Definitions

Website – The chosen accommodation booking website being visited in conjunction with your preferred sports clubs, charity or school.

iknow – iknow-uk limited trades as “iknow”. Other internet brands run by iknow are Your Travel Partner and Wireless Social.

The Act - Data Protection Act 1998

Affiliates – iknow provides customised travel websites for many partnering organisations known as affiliates.