

Data Protection Notice

This notice explains how we will process your personal information.

Data Protection Principles

Atlantic Worldwide Services trading as Pearl of Naithon Rentals complies with the principles of the Data Protection Act 1998 and the Privacy and Electronic Communications (EC Directive) Regulations 2003. The eight principles relating to the processing of personal information are:

- Fairly and lawfully processed
- Processed for a limited time
- Adequate, relevant & not excessive
- Accurate
- Not kept longer than necessary
- Processed in accordance with your rights
- Secure
- Not transferred to countries without adequate protection

Your privacy and security is of utmost importance to us. We will always follow these principles and ask you how you would like us (or our partners) to communicate with you. The Information Commissioner regulates compliance with the Data Protection Act.

Why we collect your data?

By collecting your data, it allows us to understand what your needs and wants are, provide personalised content and match the most relevant adverts and services for you. It also, allows us to provide many great, targeted offers and services that we know you may be interested to hear about.

Who is the Data Controller?

When you provide personal information to Pearl of Naithon Rentals the data controller is Atlantic Worldwide Services trading as Pearl of Naithon Rentals'

If another company is the data controller, this will be made clear when you provide your personal information.

How we use personal data

The data controller will use your information together with other information for administration (including providing any goods, services or information you have requested), marketing, credit scoring, customer services and profiling your purchasing preferences. We will disclose your information to our service providers and agents for these purposes.

Consent

By returning or submitting a form with your personal information to us, you consent to:

a) our processing your sensitive personal data such as your address information for the above purposes; and

b) our transferring your information to countries, which do not provide the same level of data protection as the UK if necessary for the above purposes. If we do make such a transfer, we will put a contract in place to ensure your information is protected.

When you give us your personal information, we will give you the opportunity to opt out of receiving communications by post or telephone from us but remember that this will preclude you from receiving any of our special offers or promotions in future. We will also give you the opportunity to opt in to receive such information by e-mail or SMS and will only send it to you if you do opt in or if you are an existing customer and the information relates to similar goods or services to those, which you have previously purchased from us.

You may also exercise your right to opt out of the use of your information for marketing purposes at any time by contacting us by the methods explained at the end of this notice.

Your personal information will be disclosed where we are obliged or permitted by law to do so. If you post or send offensive or objectionable content anywhere on or to our website or otherwise engage in any disruptive behaviour on our websites, we can use whatever information that is available to us about you to stop such behaviour. This may involve informing relevant third parties such as your employer and law enforcement agencies about the content and your behaviour.

Cookies

When you visit one of our websites, we may send you a cookie. A cookie is a small file that can be placed on your computer's hard disk for record keeping purposes and we may use them to do a number of things:

- Cookies help us to recognise you when you next visit our websites and note the advertisements displayed to you. This allows us to tailor the advertisements we provide to your preferences. We may use the services of third party ad servers for this purpose
- Cookies may be used to compile anonymous statistics related to the take up or use of services, or to patterns of browsing. A third party collects such data on our behalf to measure web site performance. Information collected is aggregated for reporting purposes. No personally identifiable information is collected by this service. The use of this service assists us in measuring and improving the structure and ease of use of our web sites

Third Party Cookies

Our Website may contain third party advertising and sponsorship. It is possible that these third party advertisers may download cookies to your computer. Cookies may then be used to allow the advertisers to compile anonymous statistics, personalise advertising content and monitor the effectiveness of their campaigns. We cannot control nor do we have access to any cookies placed on your computer by third party advertisers and sponsors.

Cookies cannot be used by themselves to identify you. You are not obliged to accept cookies and may modify your browser so that it will not accept cookies. Please be aware that if you disable cookies,

some of services on the website may not be available to you.

Credit checks

If you apply for credit then to help us to make credit decisions about you, to prevent fraud, to check your identity and to prevent money laundering, we may search the files of credit reference agencies who will record any credit searches on your file. We may also disclose details of how you conduct your account to such agencies. The information will be used by other credit grantors for making credit decisions about you and the people with whom you are financially associated for fraud prevention, money laundering prevention and occasionally for tracing debtors.

Information Requests or deleting your personal information

You have a right to ask for a copy of your information (for which we charge a small fee) and to ask us to correct any inaccuracies in your personal information (which is free). To make sure we follow your instructions correctly and to improve our service to you through training of our staff, we may monitor or record telephone calls.

When you give us information about another person, you confirm that they have appointed you to act for them, to consent to the processing of their personal data, including sensitive personal data and to the transfer of their information abroad and to receive on their behalf any data protection notices.

You can request to be removed from marketing communications by emailing info@pearlofnaitonrentals.com or by following the instructions given on all the marketing communications that you receive. When you request to be removed from further marketing offers, you will be added to a suppression list to ensure your request is complied with. All personal data is processed in line with the requirements of the Data Protection Act 1998 and The Privacy and Electronic Communications (EC Directive) Regulations 2003.

Personal data disclosed in public areas

Our website may allow for the sharing of information. You should remember that any personal data you submit to such areas will be viewed by other third parties this includes, online chat rooms and forums. As such, your personal data may be viewed, collected and used by third parties over whom we have no control. We are not responsible for either the information you submit/post or otherwise make available in such public areas or any use that may be made of such information by any third party.

Notification of changes

From time to time, we may make changes to the Privacy Policy. This may be in relation to changes in the law, best practice or changes in our services.

How to contact us

By email: info@pearlofnaitonrentals.com
By telephone: 0845 136 8420
By mail: Data Protection Enquiries,
Data Protection & Compliance Officer,
Atlantic Worldwide Services,

Cobb House,
2-4 Oyster Lane, Byfleet, Surrey, KT14 7DU.

General information about data protection may be found at:

Information Commissioner's website:

<http://www.dataprotection.gov.uk>

Direct Marketing Association

<http://www.dma.org.uk>

Consumer advice from the DMA

<http://www.mydm.co.uk>