



# Privacy Policy

As a leading New Zealand hospitality and leisure operator, it is the intention of Brackenridge Country Retreat & Spa to deliver quality service and satisfaction to all of our guests, as well as respect their privacy. To ensure that your personal information is protected and handled appropriately, we have prepared this privacy policy to inform you of our method to manage your personal information which we obtain through the registration card at checking, the online booking process, spa consultation card and gym memberships. This privacy policy is part of the terms and conditions that govern our services. Please take a moment to thoroughly read the sections below.

## PERSONAL INFORMATION

### 1. Type of personal information collected

Personal information is the information related to guest details that we request from all guests when making a hotel reservation, for example name, address, passport number, date of birth, nationality, travel plan, booking periods, email address, telephone number and contact details. This personal guest information will be collected, processed and stored within the Brackenridge Country Retreat & Spa guest database in accordance with this privacy policy.

### 2. Purpose of collection

We collect personal information to communicate our news, events and promotions, including our products and services which we think may be of interest to our guests. We may also use such information for market research and quality control, as well as for statistical and analytical purposes, in order to deliver particular services or products which are in response to our guests' needs. Personal information will not be used for communication outside recognised business relationship guidelines.

### 3. Customer's consent

By providing personal information on the registration card, the online

booking process, spa consultation or gym/pool membership application you are considered to have provided us express consent to obtain, own, use and share your personal information within Brackenridge Country Retreat & Spa in accordance with this privacy policy. This consent is given voluntarily and may be revoked at any time by sending an email to [info@brackenridge.co.nz](mailto:info@brackenridge.co.nz)

#### 4. Information sharing with a third party

We may share your personal information with our third-party service providers such as, but not limited to, email platforms such as Mailchimp, in order to better serve your needs. Using contractual or other arrangements, we ensure these third parties protect your personal information in the same manner as this privacy policy.

#### 5. Ownership of the customer's personal information

Your personal information will become the property of Brackenridge Country Retreat & Spa.

#### PROTECTED INFORMATION

The term "protected information" refers to information that can be used to identify our guests individually. Protected Information includes but is not limited to guests' names, addresses, age, gender, method of payment information and passport/ID card number (whether in physical, electronic or other format).

How you may provide us with your protected information:

1. By making a reservation or by using any of Brackenridge Country Retreat & Spas products or/and services
2. By providing it to us in communications regarding services such as comment cards
3. By providing the information to us by participating in marketing initiatives
4. By visiting our website
5. By becoming a member of Brackenridge Spa gym & pool. The member may provide unique identifiers (such as username and password) among other information. Such information enables us to provide a more personalised experience for our members on our websites, as well as to direct relevant communications to them.

Purpose of collection:

We collect protected information for three primary purposes:

1. To enhance our ability to provide high quality customer service to our guests
2. To keep our guests informed of promotions and offers and
3. For marketing and research purposes

Acquiring protected information:

When you visit our websites, you are given a "cookie" and your computer is assigned an ID number. Cookies track user preferences and allow us to offer a tailored web experience, without visitors having to re-enter their preferences each time they visit. We also use cookies to compile aggregate website data, which helps us to monitor website traffic and track what parts of our website visitors use most frequently. Our cookies do not contain protected information and do not follow visitors on the internet after leaving our websites.

Once you have visited our websites and accepted our cookie, your ID number is automatically assigned to your computer whenever you visit. Although you remain anonymous until you enter protected information on the website, the ID number allows us to log your session, so that we may better provide individualised support. Once you enter protected information on the website, we associate your ID number with your contact information so we can recognise you on future visits and keep track of information that appears to interest you.

Rejecting, blocking or refusing cookies:

Temporary cookies are a built-in feature of the technology used within our websites. The majority of internet browsers will automatically accept these cookies, however you can adjust the settings on your internet browser if you would prefer to delete them or have them automatically refused. Refer to the "Help" section on your browser toolbar to find out how to reset your preferences regarding cookies. However please be aware that rejecting cookies may affect your ability to use particular features associated with your user profile.

While browsing our websites, you may also provide us with additional information. You can search for rates and availability at our property without providing any protected information. We use this data mainly for website management purposes, but do not connect it to any protected information, such as your name or address.

You may wish to make a specific information request about our property through our website or you may wish to participate in one of our online surveys or promotions. We may ask you for protected information to respond to this request or to participate in our various programmes. If you provide us with this information, we only use it for the stated purpose. Providing your personal data for such purposes constitutes your acknowledgment of and agreement to the terms and conditions contained in this privacy policy. If you are uncomfortable providing this information over the internet, you can call us direct.

**MAKING A RESERVATION**

Visitors to [Brackenridge.co.nz](http://Brackenridge.co.nz) or any integrated partner websites who

elect to make reservations online are asked to complete a reservation profile the first time they make a reservation. When you create a reservation profile you will be asked to provide specific protected information, including your name, address and contact information, as well as certain guarantees and deposit information to secure your reservation, such as your credit card number. Providing your personal data for such purposes constitutes your acknowledgment of and agreement to the terms and conditions contained in this privacy policy. Reservations can also be made by contacting us directly. When you make a reservation we may ask you for protected information such as your name, address, telephone number and method of payment.

#### CREATING A GUEST PROFILE

During the reservation process you may opt to create a guest profile, and in doing so provide us with personal information, including but not limited to name, contact details, holiday preferences and payment details. All information provided to create your guest profile is covered under Protected Information.

#### SECURE TRANSACTIONS

Brackenridge Country Retreat & Spa websites use the SSL encryption protocol (Norton Secured Seal, powered by VeriSign) to guarantee secure transactions and complete confidentiality. Your bank details and all the information you enter on the various forms are automatically encrypted when your data is transferred over the network using our SSL (Secure Socket Layer).

SSL is the most widely used and successful secure transaction solution. The SSL encryption system automatically encrypts your data before it is transmitted over the network, and it can only be decrypted using a unique key once it has arrived on our server. If your browser supports this system, you will see a padlock or VeriSign symbol in the top or bottom right hand side of your screen.

#### DURING YOUR STAY

During your stay, we record your itemised spending to accurately assemble your folio, which sets out your room rate and other expenses billed to your room. We also record this information to comply with financial reporting requirements, including those imposed by our auditors and government regulators. Information particular to your stay may also be stored (i.e. health issues, payment difficulties). This stay-specific information is stored at Brackenridge Country Retreat & Spa and is combined with information from previous visits that you have made to our property. We may also collect certain information as required by local laws (e.g. passport number). In addition, we may retain the content of any document (including comment cards,

electronic documents such as emails and other similar forms of communication) that you send us before, during, or following your stay. This information may be shared within Brackenridge Country Retreat & Spa but will not be shared with any third party. Finally, we are required under relevant law to log and retain all records of internet activity at Brackenridge Country Retreat & Spa for a period of 90 days.

#### GUEST'S CONSENT

By providing protected information on the registration card or through the online booking process or by other methods as mentioned above, you are considered to have provided Brackenridge Country Retreat & Spa express consent to obtain, own, use and share your protected information within Brackenridge Country Retreat & Spa in accordance with this privacy policy. This consent is given voluntarily and may be revoked at any time by sending an email to [info@brackenridge.co.nz](mailto:info@brackenridge.co.nz)

#### STORAGE OF PROTECTED INFORMATION

We take steps to ensure that protected information is kept in a secure location, to which only authorised individuals have access. We also store certain guest information in our Guest Reservation System ("the system"). The system comprises a secure customer database stored on a server. We store protected information for such period of time as required by law or for as long as we believe there to be a business justification for doing so. It is important to note that no email communication is fully secure. We recommend that you do not include any confidential information when using email. For your protection, our email responses to you will not include any confidential information.

#### PROTECTED INFORMATION PROVIDED TO THIRD PARTIES

Agents, contractors or third-party service providers to Brackenridge Country Retreat & Spa may receive your protected information in the course of providing services to Brackenridge Country Retreat & Spa. Using contractual or other arrangements, we ensure these parties protect your protected information in a manner consistent with our privacy policy.

We may, from time to time, conduct joint marketing activities with selected partners where we deem the combined offers to be of relevance or interest to our guests. In these instances, protected information will only be accessible to mailing houses or parties contractually engaged by Brackenridge Country Retreat & Spa with appropriate privacy and confidentiality controls in place. At no time will protected information be issued to any partners for their own use.

We will only share protected information about you outside Brackenridge Country Retreat & Spa without your consent where: (a) it is required or authorised by law; (b) it is required to provide you with services you have requested in which case you will be deemed to have given your consent; (c) if your stay has been paid for by a third party we will provide billing information to the paying party; (d) if you have failed to pay amounts owed, in accordance with customary industry practice.

#### GUEST ACCESS TO PROTECTED INFORMATION

We are happy to provide our guests, upon written signed request, with details of the protected information that we hold about them. We require that proof of identity be provided together with any such requests, typically in the form of a passport copy, together with contact information for the purposes of verification. Inquiries about protected information should be addressed to:

General Manager  
Brackenridge Country Retreat & Spa  
62 White Rock Road RD1  
Martinborough, South Wairarapa 5782  
New Zealand

[info@brackenridge.co.nz](mailto:info@brackenridge.co.nz)

If at any point we decide to use protected information in a manner different from that stated in this privacy policy, we will notify you by letter or email correspondence sent to your last known address.