

Privacy Policy

Last updated: August 2026. This policy applies to citizens and legal permanent residents of the United Kingdom.

This privacy policy explains how Fairview Lodges collects, uses, and protects your personal data when you visit www.fairviewluxurylodges.co.uk or make an enquiry or booking with us. We are committed to handling your information with care and in accordance with UK data protection law, including the UK GDPR and the Data (Use and Access) Act 2025.

If you have any questions about how we use your data, please contact us using the details in section 12.

1. Who We Are

Curated Spaces is the data controller for personal data collected through this website.

- Company name: Fairview Holiday Homes Limited
- Company registration: 08575475
- Registered address: Plowlands Farm, Patrington Road, Welwick, Hull, HU12 0RU
- General enquiries: info@fairviewlodges.co.uk
- Data protection and compliance: info@fairviewlodges.co.uk
- Telephone number: -07904686659

2. What Data We Collect and Why

We collect personal data for the following purposes:

2.1 Enquiries and bookings

When you contact us or make a booking, we collect your name, email address, postal address, and telephone number. Lawful basis: Performance of a contract, or steps taken at your request prior to entering into a contract (Article 6(1)(b) UK GDPR). Providing this information is a contractual requirement. Without it, we are unable to process your booking or respond to your enquiry.

We retain this data for the duration of the booking relationship and for up to 7 years thereafter, in line with our financial and legal record-keeping obligations.

2.2 Newsletter and marketing communications

If you subscribe to receive our newsletter or marketing communications, we collect your name and email address. We process this data on the basis of your consent, which you give at the point of subscription.

You can withdraw your consent and unsubscribe at any time by clicking the unsubscribe link in any email or by contacting us directly. Withdrawal of consent does not affect the lawfulness of processing carried out before withdrawal.

We retain your details for as long as you remain subscribed, and remove them promptly upon unsubscription.

2.3 Website analytics

We use Google Analytics to understand how visitors use our website. This involves collecting data such as IP addresses, pages visited, and browsing behaviour. This processing takes place only with your consent, given through our cookie consent banner.

We have configured Google Analytics to anonymise IP addresses. We retain analytics data for up to 14 months.

2.4 Marketing and retargeting

With your consent, we use the Facebook Pixel to measure the effectiveness of our advertising and to show relevant adverts to people who have previously visited our website. This technology is only activated once you have accepted marketing cookies.

This activity involves profiling: the Pixel tracks browsing behaviour on our website and uses that information to build an audience profile, which is then used to display relevant advertisements to you on Facebook and Instagram. The logic is based on pages you have visited and actions taken on our site. The envisaged consequence is that you may see Curated Spaces adverts on Meta platforms after visiting our website. You can opt out of this at any time by withdrawing marketing consent via our cookie banner. We do not use this data to make automated decisions that produce legal or similarly significant effects.

3. Third Parties We Share Data With

We share personal data only with processors and third parties where necessary, and only to the extent required for the purposes described in this policy.

The following third-party processors act on our behalf:

- SuperControl (United Kingdom) – booking and payment processing
- Google Analytics and Google Tag Manager (United States) – website analytics and marketing tracking
- Meta / Facebook (United States) – advertising measurement and retargeting, via the Facebook Pixel

We have data processing agreements in place with each of these processors. For transfers of personal data outside the UK, the safeguards in place are as follows: SuperControl is based in the United Kingdom and no international transfer takes place. Google Analytics and Google Tag Manager, Meta / Facebook.

We do not sell personal data. We do not share personal data with third parties for their own marketing purposes.

We may disclose personal data where required to do so by law, court order, or a regulatory authority, or where disclosure is necessary to protect the safety of any person.

In the event that Fairview Lodges is sold, merged, or restructured, personal data held by us may be transferred to the relevant parties as part of that process.

4. Security

We take appropriate technical and organisational measures to protect personal data against unauthorised access, loss, or misuse. Access to personal data within our organisation is limited to those who require it for legitimate business purposes.

We regularly review our security arrangements and require the same standards from any third party that processes data on our behalf.

5. Your Rights

As a data subject under UK GDPR, you have the following rights in relation to your personal data:

- The right to be informed about how your data is used – which this policy fulfils
- The right of access – to request a copy of the personal data we hold about you
- The right to rectification – to have inaccurate or incomplete data corrected
- The right to erasure – to request that we delete your data, subject to any legal obligations that require us to retain it
- The right to restrict processing – to ask us to limit how we use your data in certain circumstances
- The right to data portability – to receive your data in a structured, commonly used format
- The right to object – to processing based on legitimate interests or for direct marketing purposes
- Rights relating to automated decision-making – we do not make solely automated decisions that produce significant effects

To exercise any of these rights, please contact us using the details in section 12. We will respond within one calendar month of receiving your request. Where a request is broad or unclear, we may contact you to ask for clarification — in which case the response period pauses until we receive the information needed. We may ask you to verify your identity before processing your request.

6. How to Raise a Complaint With Us

If you have a concern about how we have handled your personal data, we would like to hear from you. You can raise a complaint directly with us by contacting:

- Email: info@fairviewlodges.co.uk
- Telephone: 07904 686659
- Post: Plowlands Farm, Patrington Road, Welwick, Hull, HU12 0RU

We will acknowledge your complaint within 30 days of receipt and investigate it without undue delay. We will keep you informed of progress and provide a full written response as soon as reasonably practicable.

If you are not satisfied with our response, or if you would prefer to contact the regulator directly, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

- Website: ico.org.uk
- Telephone: [0303 123 1113](tel:03031231113)
- Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

7. Artificial Intelligence

We may use artificial intelligence tools to support internal business tasks, including drafting communications, analysing website performance, and improving the quality of our content. Where we do so, any personal data involved is handled in accordance with this policy and is not shared with AI providers for training purposes beyond what is governed by our agreements with those providers.

We do not use automated or AI-driven systems to make decisions about guests or bookings that produce legal or similarly significant effects. Any use of AI tools in our operations involves human review and oversight.

If the way we use AI changes in a manner that affects how we process your personal data, we will update this policy accordingly.

8. Third-Party Websites

Our website contains links to third-party websites. This privacy policy does not apply to those sites. We recommend you read the privacy policy of any third-party website before providing your personal data to it.

9. Children

Our website and services are not directed at children under the age of 16. We do not knowingly collect personal data from children. If you believe a child has provided us with their personal data, please contact us and we will delete it promptly.

10. Changes to This Policy

We may update this privacy policy from time to time to reflect changes in our practices or in applicable law. The date at the top of this document indicates when it was last revised. Where changes are material, we will take reasonable steps to bring them to your attention.

We recommend reviewing this page periodically.

11. Contact Us

For any questions, requests, or concerns relating to this privacy policy or the way we handle your personal data, please contact us:

- Fairview Holiday Homes Limited
- Plowlands Farm, Patrington Road, Welwick, Hull, HU12 0RU
- General enquiries: info@fairviewlodges.co.uk
- Data protection and compliance: info@fairviewlodges.co.uk
- Telephone: 07904 686659
- Website: info@fairviewlodges.co.uk

*Fairview Holiday Homes Ltd. Company Registration No. 08575475. VAT Registration No. 172 8196 84. **TBC.***