Privacy Policy

Asquith Hall Hotel & Spa

Effective date: 01/05/26. Last updated: 12/11/26.

At Asquith Hall Hotel & Spa we are committed to protecting and respecting your privacy. This policy explains how we collect, use, share and protect your personal information when you stay with us, dine with us, use our spa or visit our website, and what your rights are. It follows the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who We Are

The data controller is Asquith Hall Ltd, trading as Asquith Hall Hotel & Spa, registered in England and Wales under company number 13706555 , with its registered office at 50 Micklegate, Selby YO8 4EQ.

Asquith Hall Hotel & Spa, Lady Edith's Drive, Scarborough, YO12 5TD. Email: manager@asquithhall.co.uk. Telephone: 01723 261 400.

2. Information We Collect

Depending on how you deal with us, we may collect and use:

- Contact details: your name, address, email address and phone number.
- Booking and stay details: dates, room type, number of guests, preferences, special requests and any notes about your stay, including whether you are bringing a dog.
- Payment details: card details and billing information, handled through our payment providers. We do not store full card numbers ourselves.
- Identification: passport or photo ID where needed to meet legal requirements, such as the guest registration rules for non-British nationals.
- Health and dietary information: allergies, dietary requirements, accessibility needs and, for spa guests, medical history, medication, injuries and pregnancy, provided so we can look after you safely. This is special category data (see section 4).
- Spa records: treatment consultation forms, notes and preferences.
- Communication records: emails, calls, messages, reviews and feedback you send us, and any complaints.
- CCTV images in public areas, entrances, car parks and certain internal areas, for safety and security.
- Website and technical data: IP address, device and browser information, pages visited, and cookie data (see section 11).
- Marketing preferences: whether you have agreed to receive offers from us.

We collect this information directly from you, from the booking channel you use (for example online travel agents or our own booking engine), from the person who booked on your behalf, and from our systems when you use our services.

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3. How We Use Your Information and Our Legal Basis

What we use it for	Legal basis
Taking and managing your booking, check-in, your stay, dining and spa treatments, and handling enquiries	Contract: we need it to provide what you've booked
Taking payments, refunds, deposits and charges (including damages under our terms and conditions) and keeping accounts	Contract, and legal obligation (tax and accounting)
Guest registration, health and safety, fire safety and other legal and regulatory duties	Legal obligation
Fraud prevention, security, CCTV and protecting people and property	Legitimate interests (keeping guests, staff and property safe)
Handling complaints, claims and insurance matters, and enforcing our terms	Legitimate interests, and legal obligation where required
Improving our services, guest experience and website, and reviewing feedback	Legitimate interests (running and improving our business)
Sending you offers, news and promotions by email, text or post	Consent, or legitimate interests for existing guests where the law allows (you can opt out at any time)
Looking after health, allergy, accessibility and spa treatment needs	Explicit consent, and where needed to protect your vital interests
Non-essential cookies and similar technologies	Consent

4. Health Information (Special Category Data)

Where you give us health information, such as allergies, medical conditions or spa consultation details, we use it only to keep you safe and to provide the service you've asked for, such as adapting a treatment or meal. We ask for your explicit consent to do this. You can withdraw consent at any time, although we may then be unable to provide a particular treatment or meal safely. We keep this information only for as long as necessary and limit who can see it.

5. Marketing

We will only send you marketing if you've agreed, or where we are allowed to contact existing guests about similar services and you haven't opted out. Every marketing message includes an easy way to unsubscribe. You can also opt out at any time by emailing enquiries@asquithhall.co.uk or calling us. We do not sell your data to anyone for marketing.

6. Sharing Your Information

We do not sell your personal data. We share it only where necessary with:

- Payment providers and card processors.
- Booking, reservation and property management systems
- Spa booking and treatment systems.
- IT, website, hosting, email and marketing service providers.
- Professional advisers, auditors and insurers.
- The police, HMRC, local authorities and other regulators where the law requires, or to prevent or detect crime.

- Online travel agents or the person who booked on your behalf, so they can confirm and manage the booking.

These organisations act on our instructions or as separate controllers with their own privacy policies, and are required to protect your data. If we ever transfer data outside the UK, we make sure it's protected by approved safeguards, such as an adequacy decision or standard contractual clauses.

7. How Long We Keep Your Information

We keep personal data only as long as we need it for the purposes above, and to meet legal, accounting and reporting requirements. Our usual periods are:

Type of information	How long we keep it
Booking, payment and accounting records	6 years after the end of the financial year (tax and accounting law)
Guest registration records for non-British guests	At least 12 months, as the law requires
Spa consultation and treatment records	2 years after your last visit
CCTV footage	30 days, unless needed for an incident or investigation
Marketing details	Until you unsubscribe or ask us to stop, or after 5 years of no contact
Complaints, claims and incident records	6 years, or longer if a claim is ongoing
Website and cookie data	As set out in our cookie notice

When we no longer need your data, we delete or anonymise it securely.

8. Data Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, alteration and misuse. These include access controls, secure systems and staff training. No method of transmission or storage is completely secure, so if we become aware of a breach that affects you, we will tell you and the ICO where the law requires.

9. CCTV

We operate CCTV in public areas, entrances, car parks and certain internal areas to prevent and detect crime and to protect guests, staff and property. We do not use CCTV in bedrooms, toilets, changing rooms or treatment rooms. Signs show where CCTV is in use. Footage is only viewed by authorised staff and may be shared with the police or insurers where necessary.

10. Your Rights

Under data protection law you have the right to:

- Be told how we use your data, which is the purpose of this policy.
- Access your personal data (a "subject access request"). We will usually respond within one month.
- Ask us to correct inaccurate or incomplete data.
- Ask us to delete your data in certain circumstances (the "right to be forgotten").
- Ask us to restrict how we use your data in certain circumstances.
- Object to processing based on legitimate interests, and object to direct marketing at any time.
- Data portability: receive your data in a commonly used format, or have it passed to another organisation, where processing is based on consent or contract.

- Withdraw consent at any time where we rely on it. This won't affect anything we've already done lawfully.

To use any of these rights, contact us using the details in section 12. We may need to check your identity first. There is normally no charge.

11. Cookies (Website Use)

Our website uses cookies and similar technologies. Essential cookies are needed for the site to work. With your consent, we also use cookies to understand how the site is used and to improve it. You can accept or reject non-essential cookies using our cookie banner, and can change your choice or manage cookies in your browser settings at any time. Our website may contain links to other sites, which have their own privacy policies.

12. Contact Us and Complaints

If you have any questions about this policy, want to exercise your rights, or wish to make a complaint about how we handle your data, please contact us first so we can try to put it right:

Asquith Hall Hotel & Spa
Lady Edith's Drive
Scarborough
YO12 5TD
Email: manager@asquithhall.co.uk
Telephone: 01723 261 400

You also have the right to complain to the Information Commissioner's Office (ICO): www.ico.org.uk, helpline 0303 123 1113.

13. Changes to This Policy

We may update this policy from time to time. The latest version will always be available at www.asquithhall.co.uk and at reception, with the date it came into effect.