

1. Who We Are

Tide & Stay Ltd (“we,” “us,” “our”) provides short-term holiday accommodation management and booking services in the United Kingdom.

Tide & Stay Ltd is the data controller responsible for your personal data.

Company Registration Number: 17172503
Registered Company Address: 4 Sand Martin Close, Charter Alley, RG26 5GD
Email Address: enquiries@tideandstay.co.uk
Telephone Number: 07359 266 755

2. What Data We Collect

We may collect and process the following personal data:

- Name
- Email address
- Phone number
- Billing and payment details
- Booking information (including dates, preferences, and special requests)
- Communications with us
- IP address and website usage data

We may collect this data directly from you, via our website, or through third-party booking platforms and partners.

3. How We Use Your Data

We use your personal data to:

- Process and manage bookings
- Communicate with you about your stay
- Take payments and prevent fraud
- Provide customer support
- Improve our website and services
- Comply with legal and regulatory obligations

4. Legal Basis for Processing

We process your personal data under the following lawful bases:

- Contract – to fulfil your booking and provide accommodation services
- Legal obligation – for tax, accounting, and regulatory compliance
- Legitimate interests – to operate and improve our business, prevent fraud, and provide customer service
- Consent – for sending marketing communications where you have opted in

Where we rely on legitimate interests, we ensure that these interests are not overridden by your rights and freedoms.

You may withdraw your consent for marketing at any time.

Withdrawing consent will not affect the lawfulness of processing carried out before you withdraw it.

5. Data Sharing

We may share your personal data with trusted third parties where necessary, including:

- Payment processors and financial institutions
- Payment providers (such as Stripe or similar secure payment processors)
- Property owners relevant to your booking
- IT service providers and booking platform providers
- Cleaning, maintenance, and property management contractors
- Professional advisers (such as accountants, insurers, or legal advisers)
- Regulatory or law enforcement authorities, where required

We do not sell your personal data.

6. Use of Lodgify Booking Platform

We use a third-party booking platform provided by Lodgify to manage reservations and process bookings on our website.

When you make a booking or enquiry:

- Your personal data (such as name, contact details, booking details, and payment information) is processed through Lodgify's secure systems
- Lodgify acts as a data processor on our behalf
- Payment transactions may be handled via Lodgify's integrated payment providers

Lodgify may process data on servers located within the UK, the European Economic Area (EEA), or other authorities with appropriate safeguards in place.

We have a data processing agreement in place with Lodgify to ensure your data is handled securely and in compliance with UK GDPR.

For more information, please see Lodgify's privacy policy:

<https://www.lodgify.com/privacy-policy/>

7. Data Security

We take appropriate technical and organisational measures to protect your personal data, including secure systems, encryption, and restricted access to authorised personnel only.

8. Data Retention

We retain personal data only for as long as necessary:

- Booking and financial records: up to 6 years (to comply with legal and tax obligations)
- Marketing data: until you withdraw your consent

9. International Data Transfers

Some of our service providers (including Lodgify and payment processors) may process personal data outside the UK or EEA.

Where this occurs, we ensure appropriate safeguards are in place, such as:

- UK-approved Standard Contractual Clauses
- Transfers to countries with recognised adequacy decisions

These measures ensure your personal data remains protected.

10. Your Rights

Under UK data protection law, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data
- Restrict or object to processing
- Request transfer of your data (data portability)
- Withdraw consent at any time (for marketing)

To exercise your rights, please contact us at enquiries@tideandstay.co.uk.

We will respond to all legitimate requests within 28 working days.

11. Marketing Communication

If you have opted in to receive marketing, you can unsubscribe at any time by:

- Clicking the unsubscribe link in emails, or
- Contacting us directly

12. Children's Data

Our services are not intended for children, and we do not knowingly collect personal data from individuals under the age of 18.

13. Cookies

We use cookies on our website. For full details, please see our [Cookie Policy](#).

14. Contact & Complaints

You have the right to lodge a complaint with the Information Commissioner's Office (ICO) at any time: <https://www.ico.org.uk>

We would, however, appreciate the opportunity to address your concerns before you contact the ICO, so please contact us in the first instance. If you have any questions about this policy or how we handle your personal data, do not hesitate to contact us:



Tide & Stay Ltd - Privacy Policy

Postal Address: **Tide & Stay Ltd**
4 Sand Martin Close
Charter Alley
RG6 5GD

Email Address: enquiries@tideandstay.co.uk

15. Updates to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website.