Privacy & Cookie Policy

Station House Holiday Cottages

Last updated: 5 November 2026

1. Introduction

At Station House Holiday Cottages, we respect your privacy and are committed to protecting your personal information.

This Privacy & Cookie Policy explains how we collect, use, store and protect your personal information when you visit our website, make an enquiry, book a cottage or stay with us.

It also explains your rights under applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations (PECR).

Please take a moment to read this policy so that you understand how we handle your information.

2. Who we are

Station House Holiday Cottages is operated by Mrs N Ellis and Mr D Ellis.

For data protection purposes, the business operating as Station House Holiday Cottages is responsible for deciding how and why your personal information is used.

Our contact details are:

Station House Holiday Cottages
Maltongate
Thornton Dale
North Yorkshire
YO18 7SE

Telephone: 01751 474417
Email: enquiry@stationhousecottages.co.uk
Website: www.stationhousecottages.co.uk

If you have any questions about this policy or how we use your personal information, please contact us using the details above.

3. Personal information we collect

Depending on how you interact with us, we may collect and process the following types of personal information:

Personal and contact details

- Your name.
- Home or correspondence address.
- Email address.
- Telephone number.

Booking information

- Arrival and departure dates.
- The cottage booked.
- Number of guests.
- Booking preferences and requirements.
- Information relating to your reservation and stay.
- Previous booking history, where relevant to managing returning guest reservations.

Payment information

- Payment amounts and transaction records.
- Payment status and confirmation details.
- Relevant payment references.

Online card payments are processed by our payment provider. We do not retain guests' full debit or credit card details.

Communications

- Emails, telephone enquiries and other correspondence.
- Feedback, comments or reviews you choose to provide.
- Information you voluntarily share with us in connection with your booking or stay.

Website information

- Information about how you use our website.
- Technical information such as your device, browser and general website usage.
- Cookie and similar technology information, depending on your consent choices and website settings.

We only collect information that is reasonably necessary for the purposes explained in this policy.

4. How we collect your information

We may collect personal information when you:

- Make an online booking through our website.
- Complete an online enquiry or contact form.
- Contact us by telephone or email.
- Make a payment or receive a booking confirmation.
- Communicate with us before, during or after your stay.

- Subscribe to receive marketing communications.
- Visit or interact with our website.

We may also receive information from service providers involved in processing your booking or payment, where this is necessary to administer your reservation.

5. How and why we use your information

We use your personal information for the following purposes:

Purpose	Lawful basis
Handling enquiries and providing booking information	Taking steps at your request before entering into a contract
Managing and confirming reservations	Performing our contract with you
Processing payments and refunds	Performing our contract with you and meeting legal obligations
Communicating with you about your stay	Performing our contract with you
Maintaining booking histories and recognising returning guests	Our legitimate interests in managing the business and providing an efficient service
Maintaining financial and accounting records	Complying with legal obligations
Sending marketing emails	Your consent or, where all legal conditions are met, the existing-customer soft opt-in
Operating, maintaining and improving our website	Our legitimate interests, or consent where required for cookies and similar technologies
Dealing with complaints, disputes or legal claims	Our legitimate interests and, where applicable, legal obligations

Where we rely on legitimate interests, these include managing our holiday accommodation business, maintaining appropriate booking records, providing customer service and protecting our legal rights. We consider the impact on individuals and their privacy when relying on this basis.

We will not use your personal information for purposes that are incompatible with those explained in this policy without providing appropriate information and, where required, obtaining your consent.

6. Online bookings and payment processing

Online bookings for Station House Holiday Cottages are managed through our booking management system, Prophet Systems.

Information provided during the booking process is used to:

- Process and administer your reservation.
- Confirm your booking and payment.

- Communicate important information about your stay.
- Maintain an accurate booking history.
- Assist with future enquiries and returning guest reservations.

Online card payments are processed securely through SagePay.

We do not retain guests' full debit or credit card details. Payment information is handled by the payment provider in accordance with its own security and privacy arrangements.

You should refer to the relevant provider's privacy information for further details about how it processes payment information.

7. Marketing communications

We occasionally send marketing emails to guests who may be interested in hearing about Station House Holiday Cottages.

These communications may include:

- Special offers and promotions.
- Late availability.
- Seasonal updates and opening dates.
- News and information relating to Station House Holiday Cottages.

Our marketing emails are sent through CloudHQ.

We will only send marketing emails where we have an appropriate legal basis.

This may be:

- **Consent:** Where you have actively agreed to receive marketing communications from us.
- **Existing-customer soft opt-in:** Where you have previously bought, or taken steps to buy, a similar service from us, we collected your contact details during that process and gave you a clear opportunity to opt out both when your details were collected and in every subsequent marketing email.

We will not treat the provision of an email address for booking administration alone as automatic permission to send marketing emails.

Every marketing email will identify us and include a straightforward way to unsubscribe.

You can withdraw your consent or opt out of marketing at any time by using the unsubscribe link in our emails or by contacting us directly at enquiry@stationhousecottages.co.uk.

If you unsubscribe, we will stop sending you marketing emails. We may retain limited information on a suppression list so that we can respect your request and avoid contacting you again in error.

Unsubscribing from marketing will not affect essential communications relating to an existing booking or stay.

8. Who we share your information with

We do not sell, rent or trade your personal information.

We may share personal information with trusted service providers where this is necessary to operate our business and provide our services.

These may include:

Prophet Systems
Our booking management system, used to manage reservations, guest details and booking histories.

SagePay
Our online payment processing provider, used to process card payments securely.

CloudHQ
Our email marketing service provider, used to distribute marketing communications.

Wix
Our website platform and associated website services, which may process technical information and website usage data.

We only share information where it is necessary for the relevant service or business purpose. These providers may process information on our behalf or in accordance with their own privacy arrangements.

We may also disclose personal information:

- Where required by law or a regulatory authority.
- Where necessary to establish, exercise or defend legal claims.
- Where necessary to protect our rights, property or business.

9. International transfers of personal information

Some of the service providers we use may store or process personal information outside the United Kingdom.

Where personal information is transferred internationally, we will take steps to ensure that the transfer is permitted under applicable data protection legislation and that appropriate safeguards are in place.

Depending on the circumstances, these safeguards may include an adequacy regulation or decision, approved contractual protections or another lawful transfer mechanism.

You can contact us if you would like further information about international transfers relevant to your personal information.

10. How we store and protect your information

Guest details and booking histories are stored within our booking management system, Prophet Systems.

We take reasonable technical and organisational measures to protect personal information against:

- Unauthorised access.
- Accidental loss or destruction.
- Misuse or alteration.
- Unauthorised disclosure.

Access to guest information is restricted to those who need it to manage reservations and operate the business.

We also expect the service providers we use to apply appropriate security measures when handling personal information.

Although we take reasonable steps to protect your information, no method of electronic storage or transmission over the internet can be guaranteed to be completely secure.

11. How long we keep your information

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected.

We may retain booking information for the purposes of:

- Managing current and future reservations.
- Maintaining booking histories and recognising returning guests.
- Responding to queries about previous stays.
- Meeting accounting, tax and other legal requirements.
- Dealing with complaints, disputes or potential legal claims.

The length of time information is retained will depend on the type of information, why it was collected, whether there is an ongoing business or legal need to retain it and any applicable legal retention requirements.

We review the information we hold periodically. Where personal information is no longer required, we will take reasonable steps to securely delete or anonymise it.

12. Cookies and similar technologies

Our website is operated using Wix and may use cookies and similar technologies.

Cookies are small text files stored on your device when you visit a website. They help websites function correctly and may also be used to remember preferences, understand visitor behaviour and measure website performance.

Depending on the services and settings used on our website, cookies may fall into the following categories:

Essential cookies

These are necessary for the website to function properly, provide requested services or maintain website security. They cannot generally be switched off through the cookie consent settings.

Analytics and performance cookies

These help us understand how visitors use our website, such as which pages are visited and how people navigate the site. This information can help us improve the website and visitor experience.

Marketing and advertising cookies

These may be used to measure advertising effectiveness or support relevant advertising and marketing activity.

We will obtain consent before using non-essential cookies or similar technologies where required by law.

When you visit our website, you may be presented with a cookie consent banner allowing you to accept, reject or manage non-essential cookies.

You can change your cookie preferences at any time using the cookie settings facility on our website, where available.

You can also manage or delete cookies through your internet browser settings. Please note that blocking essential cookies may affect how parts of the website function.

Further information about the cookies used on our website should be available through the cookie settings or consent tool.

13. Your data protection rights

Under UK data protection legislation, you have a number of rights in relation to your personal information. These rights are subject to certain conditions and exceptions.

They include:

Right of access
You can ask us for a copy of the personal information we hold about you.

Right to rectification
You can ask us to correct personal information that is inaccurate or incomplete.

Right to erasure
You can ask us to delete your personal information in certain circumstances, where we no longer have a lawful reason to retain it.

Right to restrict processing
You can ask us to restrict how we use your personal information in certain circumstances.

Right to data portability
You may be able to request certain personal information in a commonly used electronic format or ask us to transfer it to another organisation.

Right to object
You have the right to object to certain types of processing, including processing based on our legitimate interests.

You have an absolute right to object to the use of your personal information for direct marketing. If you object, we must stop using your information for that purpose.

Right to withdraw consent
Where we rely on your consent, you can withdraw it at any time. This will not affect the lawfulness of processing carried out before you withdrew your consent.

To exercise any of these rights, please contact us at:

enquiry@stationhousecottages.co.uk

We may need to verify your identity before responding to a request. We will respond within the time limits set by applicable data protection legislation.

14. Automated decision-making

We do not currently use personal information to make decisions about guests solely through automated processing where those decisions produce legal or similarly significant effects on individuals.

15. Links to other websites

Our website may contain links to external websites or services.

If you follow a link to another website, please be aware that this Privacy & Cookie Policy will no longer apply. We are not responsible for the privacy practices or content of external websites.

We recommend reading the privacy policy of any external website you visit.

16. Complaints and the Information Commissioner's Office

If you have any concerns about how we collect, use or protect your personal information, please contact us in the first instance.

We will do our best to investigate and resolve your concerns.

You also have the right to make a complaint to the Information Commissioner's Office (ICO), the UK's independent data protection regulator.

Information Commissioner's Office

Website: www.ico.org.uk
Telephone: 0303 123 1113

17. Changes to this policy

We may update this Privacy & Cookie Policy from time to time to reflect changes to our business, booking systems, website, services or legal requirements.

The latest version will always be available on our website, together with the date it was last updated.

Contact us

If you have any questions about this policy or how we handle your personal information, please contact:

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