

Privacy Policy

Red Hotels Limited

Last updated: February 2026

Version: 3.0

1. Who We Are

This website is operated by **Red Hotels Limited**, registered in England and Wales (Company No. 06547005). Registered office:
Bedruthan House, Trenance, Mawgan Porth, Newquay, Cornwall, TR8 4BU.

Red Hotels Limited owns;

- Bedruthan Hotel Limited
- [Scarlet Hotel Limited](#)
- [Trenance Roads Limited](#)

Red Hotels Limited is the **data controller** responsible for your personal data [whichever group company your dealings are with](#).

If you have questions about this Privacy Policy, contact:

marketing@bedruthan.com

01637 861200

2. What Personal Data We Collect

We may collect and process the following categories of personal data:

Identity Data: name, title

Contact Data: address, email address, telephone number

Booking & Transaction Data: stay history, treatments, purchases

Payment Data: processed securely by third-party providers (we do not store full card details)

Technical Data: IP address, browser type, device information

Usage Data: website activity and interaction

Marketing Preferences: your communication choices

Correspondence Data: emails, enquiries and feedback

We do not knowingly collect personal data from children under 16 without parental consent.

3. How We Collect Your Data

We collect data when you:

- Make a booking

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Commented [JW1]: Added just in case we hold data relating to those who use the roads, which is possible

- Purchase goods or services
- Sign up to newsletters
- Enter competitions
- Complete surveys
- Contact us directly
- Browse our website (via cookies and analytics technologies)

4. Lawful Bases for Processing

We process your personal data under the following lawful bases:

Contract – to process bookings and fulfil agreements

Legal Obligation – to comply with tax and accounting laws

Legitimate Interests – to operate and improve our business, prevent fraud, and market relevant services to previous guests (soft opt-in under PECR)

Consent – where you sign up for marketing or accept non-essential cookies

You may request a copy of our Legitimate Interest Assessment at any time.

5. How We Use Your Data

We use your information to:

- Process bookings and payments
- Manage your stay and guest experience
- Respond to enquiries
- Send requested marketing communications
- Improve our website and services
- Run competitions
- Prevent fraud
- Comply with legal obligations

We do not sell or rent your personal data.

6. Marketing Communications

If you have stayed with us, dined with us, used our spa services, [or been a customer in some other way](#), we may send you marketing communications about similar services under Legitimate Interests (soft opt-in).

You can opt out at any time by:

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- Clicking “unsubscribe” in emails
- Emailing marketing@bedruthan.com

We will never share your data with third parties for their own marketing.

7. Profiling & Automated Decision-Making

We may analyse booking history and preferences to personalise communications and offers.

We do not make decisions that have legal or similarly significant effects based solely on automated processing.

You may object to profiling at any time.

8. Cookies

Our website uses cookies and similar technologies.

We use:

- Essential cookies (necessary for site operation)
- Analytics cookies (to improve performance)
- Marketing cookies (to personalise content and advertising)

Non-essential cookies are only placed with your consent via our cookie banner.

Full details are available in our separate Cookie Policy.

9. Sharing Your Data

We share data only where necessary with:

- Payment processors
- IT and booking system providers
- Email marketing platforms
- Analytics providers
- Online Travel Agents (who act as independent controllers)

All processors are contractually bound to safeguard your data.

10. International Transfers

Some of our service providers may process data outside the UK.

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

- UK adequacy regulations

- International Data Transfer Agreements (IDTA)
- UK Addendum to Standard Contractual Clauses

11. Data Retention

We retain personal data only as long as necessary:

- Customer financial records: 7 years (legal requirement)
- Marketing data: until you unsubscribe or after 3 years of inactivity
- Booking records: up to 7 years
- Enquiries: typically, 2 years

We may anonymise data for statistical purposes.

12. Your Rights

Under UK GDPR, you have the right to:

- Access your data
- Correct inaccurate data
- Request erasure
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent

To exercise your rights, contact marketing@bedruthan.com.

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

13. Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, loss or misuse.

14. Changes to This Policy

We may update this policy from time to time. Any changes will be posted on this page.

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