

# Privacy Policy

The privacy and security of your information is very important to us. When you are booking making a reservation, enquiring, joining our mailing list or becoming a member we want you to trust that the information that you have provided to us is being properly managed and protected. We have prepared this Privacy Statement to explain more about whom we are and how we collect and manage your information.

## How do we collect your personal information?

We may collect your personal information through some of the following ways:

- When you subscribe to Crowne Plaza Newcastle, Meetings and Events, Hawthorns Restaurant, The Gin Bar and Mineral House Spa (the "Website").
- When you contact the Crowne Plaza Newcastle Meetings and Events, Hawthorns Restaurant, The Gin Bar and Mineral House Spa by telephone or email.
- When you register for Mineral House Gym Membership.
- When you opt in for our communication for dining reservations made via our partner third party such as OpenTable, Design My Night etc.
- When you enter any prize draws or competitions run by Crowne Plaza Newcastle Meetings and Events, Hawthorns Restaurant, The Gin Bar and Mineral House Spa.
- When completing any surveys that we send to you for research purposes (although you are under no obligation to complete these).

## What sort of personal information will we collect about you?

In addition to personal details such as your name, date of birth, address, email and telephone number, we may also collect some of the following personal information about you:

- Details of transactions you make from Crowne Plaza Newcastle, Hawthorns Restaurant, The Gin Bar and Mineral House Spa.
- Details of when you contact us by email, post or telephone. Please note that we may keep a record of that correspondence.

## What do we use your personal information for?

We will treat all your personal information as private and confidential. We confirm that any personal information which you provide to us will be held securely and in accordance with the registration that we have with the Data Commissioner's Office. We will use and process your personal information in accordance with the Data Protection Act 1998, as amended from time to time, as

well as any other relevant data protection or privacy legislation. The types of uses we will make of your personal information shall include the following:

- Process any dining or events reservations and enquiries that you make via the Website, in-hotel/hotel or over the phone (please note that your details may need to be passed to a third party in order for them to supply or deliver the product or service that you ordered and we may retain your details for a reasonable period of time after you have completed the transaction in order to fulfil any contractual obligations such as refunds, guarantees etc).
- Process payments and prevent fraudulent transactions (we may retain your details for these purposes for a reasonable period of time and we may pass your details to a third party to carry out these functions).
- With your consent, retain your personal information, preferences and details of your transactions in order to keep you informed by email, post, mobile messaging, telephone and/or through other digital means including social media platforms, about products and services (including special offers, discounts, promotions, events, competitions and so on) offered by Crowne Plaza Newcastle Hotel, Meetings and Events, Hawthorns Restaurant, The Gin Bar and Mineral House Spa
- Register you on the Website or via our in-hotel/restaurant services and where this involves setting you up with an account, we will use your personal information to maintain and update your account (e.g. such as a change of address or change in your push notification preferences).
- Improve the content and appearance of the Website, to ensure that content is presented in the most effective manner for you.
- Administer any prize draws or competitions run by Crowne Plaza Newcastle meetings and events, Hawthorns Restaurant, The Gin Bar and Mineral House Spa. Please refer to the specific terms & conditions for each prize draw or competition.
- Carry out assessment and analysis (for example market, customer and product analysis) to enable us to review, develop and improve the products or services which we offer.

### How can I unsubscribe?

If at any point you no longer wish us to hold your personal information or you do not wish to receive information from us then there are a number of ways you can unsubscribe. These are as follows:

- You can click onto the "unsubscribe" link in any communication that we send to you by email which will automatically unsubscribe you from that type of communication. Each "unsubscribe" link only relates to that specific type of communication (e.g. newsletter or internal booking platform) and that database (dining or events etc). This means that unsubscribing from marketing communications dining database will not automatically unsubscribe you from the meetings and events database (or vice versa). Please also note that you may continue to receive communications which

are already on route to you for a short period of time while your relevant unsubscribe request is being processed.

- Alternatively, you can contact our guest services

By email: NCLSQ.info@ihg.com

By post: Crowne Plaza Newcastle - Stephenson Quarter  
Hawthorn Square  
Forth Street  
Newcastle upon-tyne  
NE1 3SA

By phone: +44 (0) 191 562 3333

(13p per minute plus network rates), Monday to Friday: 9am-5:30pm

Please note that in relation to our in-house CRM system, you can ask a team member in in our hotel who will notify the marketing department to update your preferences (e.g. you can specify that you are happy to be contacted the hotels events team but that you would prefer not to be included on our marketing mailing list, or vice versa). However, should you wish for your details to be removed from our CRM system completely, and then you will need to contact our customer services using the contact details above.

The Website may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal details to these websites.