



DINEDOR CROSS FARM

Privacy Policy

Version: 1.1 Last Updated: September 15, 2026

Introduction

The Cross Farm ("we", "us", or "our") is committed to protecting your privacy and personal data. This Privacy Policy explains how we collect, use, store, and protect your personal information when you use our website www.thecrossfarm.co.uk (the "Website") or interact with our business.

This policy complies with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Who We Are

Data Controller:

The Cross Farm

Address: Dinedor Cross Farm, Dinedor, Hereford, HR2 6PD

Email: webmaster@thecrossfarm.co.uk

Phone: 07931250373

We are the data controller responsible for your personal data. If you have any questions about this policy or how we handle your data, please contact us using the details above.

Information We Collect

Information You Provide to Us

We may collect the following personal information when you:

- Contact us via email, phone, or contact forms
- Make a booking or reservation
- Pay for goods or services
- Subscribe to our newsletter or mailing list
- Participate in events or activities
- Provide feedback or reviews

This information may include:

- Name
- Email address
- Phone number
- Postal address
- Payment information
- Dietary requirements or preferences
- Any other information you choose to provide

Information We Collect Automatically

When you visit our Website, we automatically collect:

- **Technical information:** IP address, browser type, operating system, device information
- **Usage data:** Pages visited, time spent on pages, links clicked, referring website
- **Location data:** General location based on IP address
- **Cookie data:** Information collected through cookies (*see our Cookie Policy*)

Information from Third Parties

We may receive information about you from:

- Social media platforms (*if you interact with us there*)
- Payment processors
- Analytics providers
- Marketing platforms

How We Use Your Information

We use your personal data for the following purposes:

To Provide Our Services

- Process bookings, reservations, and orders
- Communicate with you about your booking or inquiry
- Provide customer support
- Process payments and prevent fraud

To Improve Our Services

- Analyze how our Website is used
- Improve our Website functionality and user experience
- Understand customer preferences and needs

For Marketing Purposes

- Send you newsletters and promotional materials (with your consent)
- Provide information about our products, services, and events
- Conduct market research and surveys

For Legal and Administrative Purposes

- Comply with legal obligations
- Enforce our terms and conditions
- Protect our rights and property
- Resolve disputes

Legal Basis for Processing

Under UK GDPR, we process your personal data based on:

- **Consent:** When you have given clear consent for us to process your data (e.g., marketing emails)
- **Contract:** When processing is necessary to fulfill a contract with you (e.g., completing a booking)
- **Legal obligation:** When we must process data to comply with the law
- **Legitimate interests:** When processing is necessary for our legitimate business interests (e.g., improving our services)

How We Share Your Information

We may share your personal data with:

Service Providers

Third-party companies that help us operate our business, such as:

- Website hosting providers
- Payment processors
- Email marketing platforms
- Analytics providers
- Booking systems

Legal Requirements

We may disclose your information if required by law or to:

- Comply with legal processes
- Protect our rights and property
- Prevent fraud or security issues

Business Transfers

If we sell or merge our business, your data may be transferred to the new owner.

We do not sell or rent your personal data to third parties for their marketing purposes.

International Transfers

Your data is primarily stored and processed within the UK. If we transfer data outside the UK, we ensure appropriate safeguards are in place to protect your information in accordance with UK GDPR.

Data Security

We implement appropriate technical and organizational measures to protect your personal data, including:

- Secure servers and encryption
- Access controls and authentication
- Regular security assessments
- Staff training on data protection

However, no method of transmission over the internet is completely secure, and we cannot guarantee absolute security.

Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required by law.

Typical retention periods:

- Booking and transaction records: 7 years (*for tax and accounting purposes*)
- Marketing consent records: Until you withdraw consent or 3 years of inactivity
- Website analytics: 26 months
- Contact form inquiries: 2 years

After the retention period, we will securely delete or anonymize your data.

Your Rights

Under UK GDPR, you have the following rights:

Right to Access

Request a copy of the personal data we hold about you.

Right to Rectification

Request correction of inaccurate or incomplete data.

Right to Erasure

Request deletion of your personal data in certain circumstances.

Right to Restrict Processing

Request that we limit how we use your data.

Right to Data Portability

Request a copy of your data in a commonly used format.

Right to Object

Object to processing based on legitimate interests or for marketing purposes.

Right to Withdraw Consent

Withdraw your consent at any time (*where processing is based on consent*).

Right to Complain

Lodge a complaint with the Information Commissioner's Office (ICO) if you believe your rights have been violated.

ICO Contact Details:

Website: www.ico.org.uk

Phone: 0303 123 1113

How to Exercise Your Rights

To exercise any of these rights, please contact us using the details at the top of this policy.

We will respond to your request within one month.

Children's Privacy

Our Website and services are not directed at children under 16. We do not knowingly collect personal data from children. If you believe we have collected data from a child, please contact us immediately.

Third-Party Links

Our Website may contain links to third-party websites. We are not responsible for the privacy practices of these websites. Please review their privacy policies before providing any personal information.

Marketing Communications

Email Marketing

If you have consented to receive marketing emails, you can unsubscribe at any time by:

- Clicking the "unsubscribe" link in any marketing email
- Contacting us directly
- Updating your preferences in your account settings (*if applicable*)

Other Marketing

You can opt out of other forms of marketing by contacting us directly.

Cookies

We use cookies on our Website. For detailed information about the cookies we use and how to manage them, please see our Cookie Policy.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal requirements. We will post any changes on this page with an updated revision date.

For significant changes, we may provide additional notice (*such as an email notification or prominent notice on our Website*).

Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or how we handle your personal data, please contact us:

The Cross Farm

Address: Dinedor Cross Farm, Dinedor, Hereford, HR2 6PD

Email: webmaster@thecrossfarm.co.uk

Phone: 07931250373

We will respond to your inquiry as soon as possible, and within one month as required by UK GDPR.

Your use of our Website and services constitutes acceptance of this Privacy Policy.

Version History

Version	Date	Changes
1.0	October 2, 2025	Initial policy published
1.1	September 15, 2026	Reviewed and reissued with version tagging