Privacy Policy for Plester Shepherd Limited

August 2025

Company Number: **05797299**

Website: **www.royalwilliamyardapartments.com**

ICO Registration Number: **Z9558193**

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1. Who We Are

Plester Shepherd Limited ("we", "our", "us") operates Royal William Yard Apartments, providing professionally managed short-term holiday accommodation throughout Plymouth, United Kingdom.

We are committed to protecting your privacy and ensuring that your personal information is handled securely and in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

As the Data Controller, we determine how and why your personal information is processed.

Plester Shepherd Limited's data protection manager is James Shepherd and can be contacted via our website or by calling 01752 665514.

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2. Contact Details

If you have any questions about this Privacy Policy or how your personal data is used, please contact:

Plester Shepherd Limited

Operator of: Royal William Yard Apartments

Website:
www.royalwilliamyardapartments.com

Email:
stay@royalwilliamyardapartments.com

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3. What Information We Collect

Depending on your booking, we may collect the following personal information:

Personal Details

- Full name
- Home address
- Email address
- Telephone number
- Date of birth (where required)
- Nationality (where legally required)

Booking Information

- Arrival and departure dates
- Property booked
- Number of guests
- Special requests
- Communication history

Identity Verification

To protect our guests, property owners and our business against fraud and unauthorised bookings, we may collect:

- Passport
- Driving Licence
- National Identity Card
- Selfie or identity verification photograph
- Proof of address (where required)

Identity documents are only requested where necessary for fraud prevention, security and compliance purposes.

Payment Information

We may collect payment information including:

- Cardholder name
- Billing address
- Partial payment card information
- Transaction references

For your security, full payment card details are processed securely by our authorised payment providers and are not stored by us unless specifically required by our payment processor.

Technical Information

When using our website we may automatically collect:

- IP address
- Browser type
- Device information
- Cookies
- Website usage statistics

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4. Why We Collect Your Information

We process your personal information to:

- Manage accommodation bookings

- Confirm reservations
- Process payments
- Verify guest identity
- Prevent fraud and unauthorised bookings
- Communicate before, during and after your stay
- Meet legal obligations
- Maintain property security
- Improve our services
- Respond to customer enquiries
- Resolve complaints or disputes

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5. Our Lawful Basis for Processing

Under UK GDPR we rely on one or more of the following lawful bases:

Contract

To fulfil your accommodation booking.

Legal Obligation

To comply with taxation, accounting and legal requirements.

Legitimate Interests

To protect our business, guests, property owners and accommodation from fraud, criminal activity and misuse.

Consent

Where required, for marketing communications or optional cookies.

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6. Identity Verification

As part of our booking process, guests may be required to provide photographic identification.

This helps us:

- Reduce fraud
- Protect property owners
- Verify the identity of guests
- Prevent chargeback fraud
- Comply with insurance requirements where applicable

Identity documents are handled securely and are only accessible by authorised personnel.

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7. Payment Security

Payments are processed through secure third-party payment providers using encrypted systems.

Royal William Yard Apartments does not store full payment card details on its own systems.

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8. Who We Share Information With

We only share information where necessary.

This may include:

- Payment processors
- Booking platforms
- Property owners (where necessary)
- Professional advisers
- Accountants
- Legal advisers
- Government or law enforcement agencies where legally required
- Identity verification providers
- IT and software providers who securely host our systems

All third parties are expected to keep your information secure and only process it in accordance with applicable data protection laws.

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9. Data Retention

We only keep personal information for as long as necessary.

Typical retention periods include:

Booking records:
Up to 7 years (for accounting and tax purposes)

Identity verification documents:
Only for as long as reasonably required for fraud prevention, legal compliance or dispute resolution.

Marketing consent:
Until withdrawn.

Website analytics:
In accordance with our cookie settings.

When information is no longer required, it is securely deleted or anonymised.

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10. Cookies

Our website uses cookies to:

- Improve website performance

- Remember preferences
- Analyse website traffic
- Improve user experience

You may disable cookies through your browser settings although some website functionality may be affected.

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11. Your Rights

Under UK GDPR you have the right to:

- Request access to your personal information
- Request correction of inaccurate information
- Request deletion of your information where appropriate
- Restrict processing
- Object to processing
- Request transfer of your data
- Withdraw consent where consent is relied upon

Requests can be made by contacting us using the details above.

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12. Data Security

We use appropriate technical and organisational measures to protect personal information, including:

- Secure password-protected systems
- Encryption where appropriate
- Restricted staff access
- Secure payment processing
- Regular software updates
- Secure cloud storage where applicable

While we take all reasonable precautions, no internet transmission can ever be guaranteed to be completely secure.

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13. International Transfers

Where personal information is processed outside the United Kingdom, we ensure appropriate safeguards are in place in accordance with UK GDPR.

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14. Marketing

We will only send marketing communications where:

- you have requested them;
- you have consented; or
- we are otherwise legally permitted to do so.

You may unsubscribe at any time.

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15. Children's Information

Our services are intended for adults making accommodation bookings.

We do not knowingly collect personal information directly from children without appropriate legal justification.

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16. Complaints

If you are unhappy with how we handle your personal information, please contact us first so we can try to resolve your concerns.

You also have the right to complain to:

Information Commissioner's Office (ICO)

Website:
https://ico.org.uk

Telephone:
0303 123 1113

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17. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services or legal requirements.

The latest version will always be published on our website.