



Data Privacy Policy

Barefoot & Board Ltd

Effective Date: 05.07.2025

1. Introduction

At Barefoot & Board Ltd ("we", "us", "our"), your privacy is important to us. This Privacy Policy outlines how we collect, use, store, and protect your personal data when you interact with our website, communicate with us, or stay at one of our properties.

We comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Who We Are

Company name: Barefoot & Board Ltd

Company number: 16462540

Registered office: 135 London Road, Biggleswade, SG18 8EF

Website: www.barefootandboard.com

Email: contact@barefootandboard.com

Data Protection Officer (DPO): Emma Rodgers

3. What Data We Collect

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

- Identity data: Full name, date of birth, proof of ID
- Contact data: Email address, phone number, postal address
- Stay-related data: Check-in/check-out dates, guest preferences, property usage
- Payment data: Card/payment details (handled securely via third-party providers)
- Technical data: IP address, browser type, usage behaviour (via cookies)



4. How We Collect Your Data

We collect data in the following ways:

- Directly from you via booking forms, contact forms, emails, and during your stay
- Through third-party booking platforms (e.g. Airbnb, Booking.com)
- Automatically through our website using cookies and analytics tools

5. How We Use Your Data

We use your personal data to:

- Provide and manage your booking
- Process payments and deposits
- Communicate important updates or information
- Personalise your stay and improve our services
- Meet our legal obligations (e.g. for tax, safety, or insurance purposes)

6. Legal Basis for Processing

We only process your personal data where we have a valid legal basis, including:

- Consent (e.g. marketing communications)
- Performance of a contract (e.g. managing your booking)
- Legal obligation (e.g. regulatory compliance)
- Legitimate interests (e.g. improving guest experience)

7. Sharing Your Data

We do not sell your data. We may share it with:

- Property management software (e.g. Zeevou)
- Secure payment processors (e.g. Stripe)
- Identity verification tools (e.g. Credas)
- Law enforcement or regulatory authorities (when legally required)

8. Data Storage & Security

We store your data securely using encrypted systems such as:

- Google Workspace
- Dropbox or equivalent secure cloud storage
- Password-protected databases and devices

Access to personal data is restricted to authorised personnel only.



9. Data Retention

We retain personal data:

- For as long as necessary to fulfil the purpose it was collected for
- For legal, tax, and accounting purposes, usually up to 7 years
- Booking records and guest data are anonymised or securely deleted after this period

10. Your Rights

Under data protection law, you have the right to:

- Access your personal data
- Correct inaccurate data
- Request erasure ("right to be forgotten")
- Restrict or object to processing
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise your rights, contact us at contact@barefootandboard.co.uk

11. Cookies

We use cookies to improve your browsing experience and understand usage patterns. You can control or disable cookies through your browser settings. See our Cookie Policy for more.

12. Third-Party Links

Our website may contain links to external websites. We are not responsible for their privacy policies or data handling.

13. Policy Updates

We may update this Privacy Policy from time to time. The latest version will always be available on our website with the effective date shown at the top.

14. Contact Us

For questions or concerns about this policy or your data, please contact:

Email: contact@barefootandboard.co.uk