

HOW B&B IRELAND USE YOUR INFORMATION

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest	Example
<p>To provide our service to you: To create and process a booking on the B&amp;B Ireland website.</p>	<p>(a) Identity (b) Contact (c) Financial (d) Transaction (e) Communications  (f) Profile</p>	<p>Performance of a contract with you</p>	<p>When you book a B&amp;B, we need certain personal data such as your name, home address, email address, phone number and credit card details in order to process the booking.</p>
<p>To manage our relationship with you which will include:  (a) Sending you information in relation to your booking/s. (b) Notifying you about changes to our terms or privacy policy.</p>	<p>(a) Identity (b) Contact (c) Profile (d) Communications</p>	<p>(a) Performance of a contract with you (b) Necessary to comply with a legal obligation</p>	<p>Once a booking is processed, we need to communicate to you, your confirmation as well as any further detail you need for your stay.</p>
<p>To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you.</p>	<p>(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Cookie</p>	<p>Necessary for our legitimate interests to provide you with the necessary content to ensure you find your required accommodation.</p>	<p>When consent is given, we track user interaction with our website. We use the data to present advertising based on this.</p>

To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Usage (b) Marketing and Communications (c) Cookie	Necessary for our legitimate interests to improve the booking experience.	When consent is given, we track user interaction with our website. We use this data in order to improve the user experience.
To conduct marketing activities	(a) Usage (b) Marketing and Communications (c) Cookie	Necessary for our legitimate interests to provide you with marketing information on our products and services.	When consent is given, we use email marketing and retargeting activities to promote the B&B product.
To comply with our legal obligations	(a) Identity (b) Contact (c) Financial (d) Transaction	Necessary to comply with a legal obligation.	B&B Ireland may need to provide your information for legal reasons.

## BALANCING STATEMENT

**Legitimate Interest** means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you.

### Marketing activity

When consent is received from customers, B&B Ireland conduct different marketing activities based on the collection and processing of this data. B&B Ireland rely on legitimate interest as a grounds to collect and process this data. The benefits of this type of data processing is to improve the booking experience and to provide users with the content and products, they are looking for. The marketing activity includes, tracking website usage in order to improve usability, email collection to provide users with information and promotional material, conversion tracking to inform marketing decisions, re-targeting in order to provide users with further information and options for the B&B product.

### **Necessity Test**

B&B Ireland use cookies on the website in order to achieve the data collection. Users need to provide consent for B&B Ireland to access and process this data. This information is important to B&B Ireland in order to support users in securing B&B accommodation in their desired location. It is also important for B&B Ireland to track these marketing activities in order to improve the marketing process and website usability.

### **Balancing Test**

The data that B&B Ireland are collecting through cookies is anonymous data, protecting the individual during marketing activities. The data collected for email marketing is secured and only used for the purpose of which consent was given. There is no sensitive data collected and any data that is collected and processed is protected.

The data is collected and processed to support users in the B&B Ireland booking experience. Users have provided consent for this type of marketing activity and have the ability to withdraw the consent at any time.