

Privacy Notice for Tourism (Businesses)

Service description

White Cliffs Country is the tourism and marketing arm of Dover District Council. We want to inspire visitors to White Cliffs Country (Dover, Deal and Sandwich) and keep them informed of any news, offers, events and updates from our district so they can make the most of their visit here.

This privacy policy applies to all tourism businesses or travel industry contacts that have a business relationship with us. There is a separate privacy policy for consumers of White Cliffs Country.

Processing activity

We only collect personal information that is relevant and necessary for us to continue to communicate effectively with you and to deliver services for your organisation.

To deliver these services we collect the following personal data about our business contacts:

- Your name
- Your job title
- Your business contact details including email address and phone number

We may also store the following details about your organisation so that we can manage the relationship with your organisations:

- Business address and website
- Type of business
- Number of bedrooms (accommodation businesses)
- Financial information for invoicing and making payments to your organisation (if relevant)
- Social media username

If your business is listed on the White Cliffs Country website, we hold the details and images that you provide to us. It is your responsibility to ensure that you have the correct permissions to use any content or images that you submit and to notify us of any changes.

We always attempt to keep your information as up to date and accurate as possible. This might mean we get in touch from time to time to check details with you and to remind you to provide updates to your website listings.

Lawful bases

Our [lawful bases](#) for processing your personal information are:

- Consent

Keep Me Posted email newsletters

We use the GovDelivery platform, provided by Granicus, for our email newsletters. When you sign up, we will use your email address to send you regular updates on the topics you have subscribed to. You can change your mind at any time and [unsubscribe from this service](#).

Granicus stores your data in the US and is certified under the [EU-US Privacy Shield framework](#). When you sign up to our email newsletters, you agree to your data being stored in this way.

Social Media

The Tourism service has a Twitter, Facebook and Instagram account that is managed by a member of staff.

Data sharing

We regularly work with other tourism organisations, journalists and members of the media to provide information on PR and marketing opportunities to promote the district to a wider audience. The information regarding your business may be shared in this manner.

We may also rely on a number of **exemptions**, which allow us to share information without needing to identify a lawful basis for the sharing and without needing to provide you with information about the sharing. Please refer to the Kent & Medway Information Agreement for further details on our sharing arrangements.

Cookies Policy

Our website is owned and run by Dover District Council please see our website at www.dover.gov.uk/privacy for further information.

Changes to our privacy notice

We review this Privacy Notice from time to time and will place updates on our website. Please refer to our [Corporate Privacy Notice](#) for further details of how we process your personal information and for details on your additional rights.