

## T&C's

### Free beer when you book directly

When you book a stay at The Ladybower Inn on our website, we'll treat you and your guest (if two of you are staying) to a Batemans beer – on the house.

There are a few terms and conditions:

- You'll need to book your bedroom directly through this website; bookings via third parties or by phone don't qualify
- If you have another booking within the same seven-day period, the offer applies on the first stay only
- You, and your guest if two of you are staying, must be over 18 years of age
- You can choose from one pint each – the beers on offer are Batemans Yella Belly Gold, XB and Triple XB (XXXB), subject to availability
- If you don't want cask beer, you can have a pint of house lager, a 175ml glass of house wine or a draught soft drink instead
- This direct booking benefit can't be exchanged and has no cash value
- We would like to continue to reward direct website bookings, but reserve the right to remove this offer at any time
- If we do discontinue the offer and you make a booking before it's removed from the website, you can still get your free beer

## Cookie Notice

### What is a cookie?

Cookies are small text files placed on your computer by the websites you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the website.

### The cookies we use

## Strictly Necessary

These cookies are required for our website to operate and include items such as whether or not to display this pop-up box or your session when logging in to the website. These cookies cannot be disabled.

## Performance

We use 3rd party services such as Google Analytics to measure the performance of our website. This helps us tailor the site content to our visitors needs.

## Functional

From time to time, we may use cookies to store key pieces of information to make our site easier for you to use. Examples of this are remembering selected form options to speed up future uses of them. These cookies are not necessary for the site to work, but may enhance the browsing experience.

## Targeting

We may use advertising services that include tracking beacons to allow us to target our visitors with specific adverts on other platforms such as search or social media. These cookies are not required but may improve the services we offer and promote.

## How do I change my cookie settings?

You can simply change your cookie settings by visiting our [settings page](#). This will allow you to control your settings and opt-out and in of certain cookies.

Also, most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

If you use the Chrome browser and wish to opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

## Contact us for more information

If you have any questions about how our website uses cookies, please [contact us](#) and one of our team will get back to you.

# Privacy Notice

This privacy notice tells you how George Bateman and Son Ltd (Batemans) will collect and process your personal data if you purchase our products, register a Batemans Rewards card, contact us, use our website, sign up to our newsletter or apply for a job with us.

By providing us with your data you confirm to us that you are at least 18 years old.

## About us

Batemans is the Data Controller. We are fourth-generation family brewer based in Wainfleet, Lincolnshire. More [about us](#).

## Who to contact regarding your personal data

We take your privacy seriously. Our Data Protection Manager looks after data protection and would be happy to answer any of your questions about this privacy notice and how Batemans uses your data.

Visit our [contact us](#) page or write to the Data Protection Manager George Bateman and Son Ltd, Salem Bridge Brewery, Wainfleet, Lincolnshire PE24 4JE.

## How we collect and process personal data

We will only use your personal data when legally permitted to do so. The most common uses are where we need to perform a contract between us, where it is necessary for our legitimate interests and your interests and fundamental rights do not override those interests, or we need to comply with a legal or regulatory obligation.

We collect the minimal personal data necessary for the provision of the products, services and communications listed below. We endeavor to keep this information accurate and up to date, only use it for the purpose for which it was provided and not keep it longer than is necessary.

By law, for tax purposes, we have to keep basic information about our customers for six years after they cease being customers. This includes contact, identity, financial and transaction data.

Note that information processed for marketing communications is only kept for as long as you provide consent.

There are seven main ways we process the personal data you may provide, so that you can:

- Make a booking for:  
*(Necessary for our legitimate interests to be able to manage your booking)*
- **Accommodation**
- **Table for food**
- **Function or party event**
- **Sign up** to receive our pub news and offers by email.  
*(Only with your consent, which can be withdrawn at any time as per below)*
- Make an enquiry by phone, email or through our website contact us form  
*(Necessary for our legitimate interests to be able to respond to your enquiry)*
- Register a Batemans Reward card.  
*(Necessary to perform a contract between us to manage your card, points balance and rewards)*
- Register to use our WiFi.  
*(Necessary to perform a contract between us to provide free access to our WiFi service)*
- Make an application to work at our pub.  
*(Necessary for our legitimate interests to review and manage your application)*
- Use our website.  
*(Necessary for our legitimate interests to provide a great website experience. Note that you can control and opt-out of certain cookies)*

## Managing your marketing consent

We would like customers to enjoy our communications, so it is important to note that consent can be withdrawn at any time by clicking the ‘Unsubscribe’ link in any marketing communications email or by [contacting us](#).

## Cookies and IP addresses

We use cookies, which are small text files that are placed on your computer when you visit. We do this to make our website work more efficiently and to promote our news, products and services on social media. Visit our [Cookie Notice](#) for more information.

Batemans uses a third party service to help maintain the security and performance of our website. To deliver this service it processes the IP addresses (a number assigned to each of your devices connected to the internet by your broadband provider) of visitors to the pub’s website.

## Sensitive Data

We may collect some sensitive data from you if apply for a job with us. This can include details of medical conditions and disabilities, that we may require in order to assess whether reasonable

adjustments can be made. In addition, details of previous Criminal Convictions may be collected if disclosed voluntarily.

We may also collect sexual orientation, racial or ethnic origin to ensure meaningful equal opportunity monitoring and reporting. We will require your specific consent to do this and any reporting will be anonymised.

## Disclosure of personal data to 3rd parties

We may pass on your personal data to service providers contracted to Batemans in the course of dealing with you. They act as a data processor on our behalf and are obliged under contract to keep your details securely, and only use them to fulfil the services they provide on our behalf. When they no longer need your data to fulfil this service, they dispose of the information in line with Batemans procedures.

If we buy or sell any business or assets in which case we may disclose your Information to the seller or buyer of such business or assets

Batemans will not pass on your personal data to any other third parties without your consent unless the law requires us to do so or where there is immediate danger to your health.

## International Transfer

We do use a data processor that provides our email marketing system that resides outside the European Economic Area (EEA). This means that the processing of your personal data (if you subscribe to our news and offers) will involve a transfer of data outside of the EEA.

Our data processor is based in the United States and we transfer data to them as they are EU-US Privacy Shield certified, which requires them to provide similar protection to personal data as it has in Europe under GDPR.

## Data Security

We have put in place appropriate security measures to prevent your personal data being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

There are also procedures in place to deal with any suspected personal data breach and we will notify you and the Information Commissioners Office (ICO) of a breach where we are legally required to do so.

## Third-party Links

Our websites may include links to third-party websites. Clicking on those links may allow third parties to collect or share data about you. We do not control these websites and are not responsible for their privacy statements.

## Your rights as a data subject

At any point while we are in possession of or processing your personal data, you the data subject, have the following rights:

- *Right of access* – you have the right to request a copy of the information that we hold about you. You can do that by contacting our [Data Protection Manager](#) or by writing to the Data Protection Manager, George Bateman and Son Ltd, Salem Bridge Brewery, Wainfleet, Lincolnshire PE24 4JE. If we do hold information about you we will:
  - give you a description of it
  - tell you why we are holding it
  - tell you who it could be disclosed to
  - let you have a copy of the information in an intelligible form
  - Please note that you will need to provide proof of identity – passport, driving licence or birth certificate.
- *Right of rectification* – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- *Right to be forgotten* – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- *Right to restriction of processing* – where certain conditions apply to have a right to restrict the processing.
- *Right of portability* – you may have the right to have the data we hold about you transferred to another organisation.
- *Right to object* – you have the right to object to certain types of processing such as direct marketing.
- *Right to object to automated processing, including profiling* – you also have the right to be subject to the legal effects of automated processing or profiling.
- *Right to judicial review* – in the event that Batemans refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined below.

## Complaints

We take the processing of your personal data very seriously and are here to help with any concerns you may have. Please do contact our [Data Protection Manager at Batemans](#) or by writing to the Data Protection Manager, George Bateman and Son Ltd, Salem Bridge Brewery, Wainfleet, Lincolnshire PE24 4JE

If you are still not happy with how your personal data is being processed by Batemans or how your complaint has been handled, you also have the right to lodge a complaint directly with the Information Commissioners Office at <https://ico.org.uk/concerns/> or by calling 0303 123 1113.

## Accessibility

We want everybody who visits our website to feel welcome and find the experience rewarding.

### What are we doing?

To help us make our website a positive place for everyone, we've been using the [Web Content Accessibility Guidelines \(WCAG\) 2.0](#). These guidelines explain how to make web content more accessible for people with disabilities, and user-friendly for everyone.

The guidelines have three levels of accessibility – A, AA and AAA. We've chosen Level AA as the target for our website.

## How are we doing?

We've worked hard on our website and believe we've achieved our goal of Level AA accessibility. We monitor the site regularly to maintain this, but if you do experience any problems, please do [get in touch with us](#).