

Privacy Notice for Tourism (Consumers)

Service description

White Cliffs Country is the tourism and marketing arm of Dover District Council. We want to inspire you to visit White Cliffs Country (Dover, Deal and Sandwich) and to keep you informed of any news, offers, events and updates from our district so you can make the most of your visit here. We are committed to protecting your privacy and ensuring you remain in control of your personal information.

Processing activity

In order to provide a Tourism service, it is necessary for us to collect and hold personal information about you. The information collected and held will vary and depend on the nature of the service. We will process personal information relating to:

- Dealing with any enquiries
- Providing information you have asked to receive
- Interact with you on social media
- E-newsletter sign up requests

Information requirements

This information may include:

- Name
- Address
- Telephone number
- Email address
- Social media username

Lawful bases

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

- Consent

Social Media

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

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.

Google Analytics

We use Google Analytics to collect information about how people use the White Cliffs Country website including:

- what pages you visit and how long you are here
- what type of device you are using
- how you got here
- what words you use when using our search
- the number of searches that showed no results

This helps us to make sure we are meeting your needs and understand how we can make the website work better. Google Analytics does not collect or store any personal information.

Data Processors

We use Lifestyle Media Group Ltd for the fulfilment of requests for our White Cliffs Country Visitor Guide. When you request a brochure, Lifestyle Media Group Ltd act as 'data processor' on behalf of Dover District Council (White Cliffs Country), who will use your information to send a brochure. At the time of requesting a brochure Lifestyle Media Group will ask whether you wish to 'opt in' or 'opt out' of receiving further information on White Cliffs Country. If you choose to 'opt in', we will send you regular updates via the Keep Me Posted email newsletters. You can change your mind at any time and [unsubscribe from this service](#).

Data sharing

We do not share details with third parties or organisations without your consent.

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.

We use videos from YouTube and feeds from other websites such as Facebook and Twitter. These websites place cookies on your device when watching or viewing these pages.

Below are links to their cookie policies:

- [Google and YouTube](#)
- [Facebook](#)
- [Twitter](#)

To learn more about cookies visit About Cookies.org

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.