Pennywood Tours UK GDPR Privacy Policy and Data Protection Statement

How we collect, use, share and protect personal information

Organisation: Pennywood Tours Ltd

Last updated: 11 November 2026

Contact: info@pennywoodtours.com | 01622 434 981

Purpose of this policy. This policy explains how Pennywood Tours Ltd handles personal information when people enquire about, book or travel on our day trips and holidays, request a brochure, receive marketing, use our website, or otherwise deal with us. It also explains the choices and rights available under UK data protection law.

Our commitment. We use personal information only where it is needed to provide and administer our services, meet legal and financial protection requirements, communicate with customers and run the business efficiently. We do not sell personal information and we do not allow it to be used by third parties for their own unrelated purposes.

1 Who we are

Pennywood Tours Ltd is a UK tour company and is the controller of the personal information described in this policy. In this policy, ‘we’, ‘us’ and ‘our’ refer to Pennywood Tours Ltd.

You can contact us about this policy or the way we use your information at Pennywood Tours Ltd, PO Box 90, 5 Liberty Square, Kings Hill, West Malling, Kent, ME19 4AU, by telephone on 01622 434 981, or by email at info@pennywoodtours.com.

2 The information we collect

Depending on how you deal with us, we may collect and use the following information:

- Identity and contact information, including your name, postal address, email address and telephone number.
- Booking and travel information, including the trip booked, passenger details, pick-up arrangements, room requirements, itineraries, correspondence and booking history.
- Payment and transaction information, including amounts paid, payment status and refunds. We do not retain customer bank account details or payment card details. If bank account details are provided so that we can make a refund, we use them only for that refund and delete them from our banking software once the refund is complete.
- Marketing information, including brochure requests, mailing preferences, email preferences, unsubscribe requests and records of communications sent.
- Information needed to support a traveller on a particular trip, which may include mobility, accessibility, dietary, health or other special requirements.
- Website and online booking information, such as account and booking details submitted through our website, together with technical information collected by cookies or similar technologies where applicable.
- Records of telephone, email, online and postal communications with us.

3 How we collect information

We collect personal information in several ways, including:

- directly from you when you telephone us, book online, complete a form, request a brochure, make an enquiry, pay us or correspond with us;
- from the person who makes a booking on behalf of other passengers;
- from our website and online booking system;
- from suppliers or service providers where this is needed to manage a booking, payment, change, cancellation or customer service issue; and
- from publicly available sources where it is lawful and appropriate to do so.

If you give us information about another passenger, you should make sure that person knows you are providing their information to us and has access to this policy.

4 Why we use personal information

We use personal information to:

- respond to enquiries and provide requested information;
- set up and administer customer accounts and bookings;
- take and record payments, issue confirmations and invoices, process refunds and maintain accounts;
- arrange transport, accommodation, excursions, tickets, meals, taxi pick-ups and other parts of a trip;
- tell customers about changes, timings, pick-up arrangements and other important travel information;
- provide appropriate assistance and accommodate declared accessibility, mobility, dietary or health needs for a particular booking;
- meet financial protection, accounting, tax, insurance, safety and other legal or regulatory requirements;
- send brochures, news, offers and other marketing where permitted;
- maintain and improve our services, records, website, systems and customer support;
- prevent fraud, protect our customers and business, and establish, exercise or defend legal claims.

5 Our lawful bases

We rely on one or more of the following lawful bases, depending on the circumstances:

Lawful basis	When we use it
Contract	To take steps at your request before a booking and to perform our contract with you, including administering the booking and delivering the trip.
Legal obligation	To comply with requirements applying to our travel business, financial protection arrangements, accounts, tax, insurance, safety and legal claims.
Legitimate interests	To operate and improve the business, maintain accurate records, provide customer service, protect our systems, and carry out proportionate marketing to existing or prospective customers where their rights do not override those interests.
Consent	Where we ask for a clear choice, including certain marketing and the handling of special category information where explicit consent is appropriate. Consent may be withdrawn at any time.
Vital interests	In an emergency, where information is needed to protect someone's life and they cannot give consent.

6 Special category information

Some information about health, disability, mobility, dietary needs or other support requirements may be special category personal data. We collect only the information that is relevant to the particular trip or booking. It is associated with that trip or booking and used to make appropriate arrangements, support the traveller and manage safety.

We will normally rely on explicit consent to use this information. In an emergency, we may use it where necessary to protect vital interests or where another condition under data protection law applies. Please give us only the information we reasonably need.

7 Who we share information with

We share only the information reasonably needed for the relevant purpose. Recipients may include:

- Taxi providers, where individual passenger names, contact details, addresses, pick-up details and relevant assistance requirements may be needed to arrange door-to-door transport.
- Hotels, venues, ferry or rail providers, attraction operators, insurers and other holiday suppliers, where passenger identity, contact, booking and relevant assistance or dietary information may be needed to deliver the service.
- Coach operators, who normally receive passenger numbers rather than individual customer details unless additional information is genuinely required for safety or service delivery.
- A financial protection trust or trustee that safeguards customer money, where relevant booking and payment details must be supplied for that protection arrangement.
- Our marketing agency, which processes names and contact addresses on our instructions to help manage the customer database, deliver authorised email communications and prepare postal mailshots.
- Providers that support our website, online booking, email, information technology, professional advice, accounting and business administration.
- Public authorities, regulators, courts, insurers, professional advisers or law enforcement bodies where disclosure is required or permitted by law.

Service providers acting for us must use personal information only for the agreed purpose, follow our instructions, keep it secure and not use it for their own marketing. We do not sell personal information and do not disclose it for unrelated third-party purposes.

8 Marketing and customer communications

We may send existing and prospective customers brochures, trip information, offers and news by post or email where we have consent or another lawful basis and electronic marketing rules allow it. We may use our marketing agency to process names and contact addresses, maintain mailing data and deliver communications on our behalf.

You can ask us to stop marketing at any time by using an unsubscribe option in an email, contacting info@pennywoodtours.com, telephoning 01622 434 981, or writing to us. Stopping marketing will not prevent us from sending service messages that are necessary for an enquiry, booking or trip. We may keep a minimal suppression record so that we can respect an opt-out.

9 Our systems and records

Bookings may be made by telephone or online. Our marketing customer database is maintained in Excel. Xero is used for accounting records such as invoice, payment and refund transaction details, but customer

bank account and payment card details are not retained in Xero. Booking information is also held in the systems and working records needed to administer the service.

We follow a data minimisation approach and do not keep information that we do not need. We use reasonable organisational and technical measures to protect personal information against accidental loss, unauthorised access, misuse, alteration or disclosure. Access is limited to people and providers who need it for their work. No system can be guaranteed completely secure, but we review our arrangements and respond to suspected personal data breaches in line with legal requirements.

10 International transfers

Some providers supporting travel or our business systems may process information outside the United Kingdom. Where personal information is transferred internationally, we take reasonable steps to ensure that a lawful transfer mechanism and appropriate safeguards are in place, or that another permitted exception applies.

11 How long we keep information

Our operational customer and marketing records are normally reviewed and cleaned after 18 to 24 months so that information which is no longer needed is deleted, anonymised or removed from active use. Trip-specific sensitive information is kept only in connection with the relevant trip or booking and is removed when it is no longer needed.

Some information may need to be kept for longer where this is required for accounting, tax, financial protection, insurance, complaints, safeguarding or legal claims. We keep only what is necessary for the applicable period and then delete or securely dispose of it. A minimal suppression record may also be retained to honour a marketing opt-out.

12 Cookies and website information

Our website may use necessary cookies and, where permitted, optional analytics or similar technologies. These can help the website operate, remember preferences and show how the site is used. Where consent is required, optional cookies should not be set until a visitor has made a choice. Browser settings can also be used to manage cookies, although disabling some cookies may affect website functions.

13 Your data protection rights

Depending on the circumstances, you may have the right to:

- ask for access to the personal information we hold about you;
- ask us to correct information that is inaccurate or complete information that is incomplete;
- ask us to delete personal information where there is no good reason for us to continue using it;
- ask us to restrict how we use personal information;
- object to processing based on legitimate interests and object at any time to direct marketing;
- receive certain information in a portable format or ask us to send it to another organisation;
- withdraw consent at any time where processing is based on consent; and
- ask for information about safeguards used for an international transfer.

These rights are not absolute and exemptions may apply. We may ask for information to confirm identity before responding. We normally respond within one month, although the law allows more time for a complex request. There is usually no charge.

14 Questions and complaints

Please contact us first if you have a question, want to exercise a right or are concerned about how we have handled personal information. We will take the matter seriously and try to resolve it.

You also have the right to complain to the Information Commissioner's Office, the UK supervisory authority for data protection. Information about making a complaint is available at ico.org.uk/make-a-complaint. You can also telephone the Information Commissioner's Office on 0303 123 1113.

15 Changes to this policy

We may update this policy when our services, systems, suppliers or legal obligations change. The latest version will be made available through our website or on request, and the date at the beginning of the policy will show when it was last updated.

16 Contact details

Pennywood Tours Ltd

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5 Liberty Square
Kings Hill
West Malling
Kent
ME19 4AU

Email: info@pennywoodtours.com
Telephone: 01622 434 981
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