

Keystone House – Privacy Policy

Operated by: Maxro Management Ltd

Address: 272–276 Pentonville Road, London, N1 9JY

Contact: reception@keystone-house.com

Website: www.keystone-house.com

Effective Date: [Insert Date]

1. Who We Are

Keystone House, operated by Maxro Management Ltd, provides accommodation services and is the controller of your personal data under the UK GDPR and the Data Protection Act 2018.

2. What Data We Collect

We may collect and process the following information:

- Identity details: name, address, phone number, email address
 - Booking and payment information (via secure third-party processors)
 - Identification documents (where required by law or for security)
 - Technical data: IP address, browser type, device information (via cookies)
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3. How We Use Your Data

We use your data for the following purposes:

- To process and manage bookings and payments
 - To verify your identity and provide our services
 - To comply with legal and regulatory obligations (e.g. tax and audit records)
 - To ensure the safety and security of our premises and services
 - To improve our website, operations, and customer experience
 - To send you marketing communications, **only if you have opted in**
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4. Legal Bases for Processing

We rely on the following lawful grounds to process your data:

- **Contract** – to provide and manage your booking
 - **Legal obligation** – for regulatory, tax, and safety compliance
 - **Legitimate interests** – fraud prevention, service improvements, and security
 - **Consent** – for marketing communications and non-essential cookies
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5. Your Rights

You have the following rights under UK GDPR:

- Access the data we hold about you
- Correct or update inaccurate information
- Request deletion of your data (subject to legal obligations)
- Restrict or object to certain processing
- Withdraw consent for marketing at any time
- Request data portability
- Lodge a complaint with the **Information Commissioner's Office (ICO)** at www.ico.org.uk

How to exercise your rights: Email us at reception@keystone-house.com. We will respond within one month.

6. Data Retention

- Booking data: retained up to 6 years (for tax and audit purposes)
 - Marketing data: retained until you unsubscribe or after 2 years of inactivity
 - CCTV footage: retained up to 30 days unless required longer for investigations
 - ID verification: securely deleted within 7 days unless legally required longer
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7. International Data Transfers

Some of our service providers may process data outside the UK. Where this occurs, we ensure appropriate safeguards are in place, such as UK-approved **Standard Contractual Clauses (SCCs)**.

8. Data Security

We implement industry-standard technical and organisational measures to protect your data. Access is restricted to authorised personnel only.

9. Cookies

Our website uses cookies to improve functionality and user experience.

- **Essential cookies** – required for the website to function (cannot be disabled)
- **Non-essential cookies (e.g., analytics, performance, marketing)** – used only with your consent, which you can manage via our cookie banner

You can also control cookies through your browser settings.

10. Marketing Communications

We will only send you marketing emails if you have **actively opted in**. You can unsubscribe at any time by clicking the link in our emails or by contacting us at reception@keystone-house.com.

11. Third-Party Processors

We may share your data with trusted third parties who act as data processors on our behalf, including:

- Payment providers
- Booking engines and reservation platforms
- Email marketing services
- IT hosting and support providers
- Security and CCTV service providers

All processors are bound by contract to keep your data secure and act only on our instructions.

12. Children's Data

Our services are not directed to individuals under 18. We do not knowingly collect personal data from children.

13. Contact for Data Enquiries

 Email: reception@keystone-house.com

 Address: 272–276 Pentonville Road, London, N1 9JY

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