

# Data Protection Statement

## Introduction

Alan Rogers Travel Limited (**Alan Rogers, We, Our**) trading as:

- Alan Rogers Rallies
- Alan Rogers Travel
- Caravan & Motorhome Holidays - Worldwide

Is the owner and operator of the following websites:

- [alanrogers.com](http://alanrogers.com)
- [worldwide.alanrogers.com](http://worldwide.alanrogers.com)
- [rallies.alanrogers.com](http://rallies.alanrogers.com)

Alan Rogers Travel Ltd is a subsidiary of The Caravan Club Ltd. We are committed to safeguarding your privacy and personal data. The processing of personal data is governed by the General Data Protection Regulation (the GDPR). For the purpose of the GDPR, the controller is The Caravan Club Ltd. and our Data Protection Officer (DPO) is our nominated person for your data protection and can be reached at [DPO@alanrogers.com](mailto:DPO@alanrogers.com)

This statement is a summary of how we use your personal data. You can find full details of how we use your personal data by viewing our privacy policy available at: [www.alanrogers.com/about/data-protection](http://www.alanrogers.com/about/data-protection)

## How we collect your personal data

We collect your personal data when you:

- purchase goods or services from us
- subscribe to our newsletter or request a brochure
- review or send us feedback on your holiday
- call us or complete an online form or chat
- enter a competition, promotion or complete a survey

We sometimes obtain your personal data from other sources, for instance data generated by your browser when you use our website. For full details of how we obtain your personal data, please read our full privacy policy.

## How we use your data

We process your personal data to:

- supply you with goods or services you purchase
- publish material that you submit to us
- respond to your enquiries
- send you marketing information (see 'your choices', below)
- carry out market research that helps us

understand our customers and their interests

We sometimes use your personal data for other purposes in addition to these. For more information about how we use your personal data, please read our full privacy policy.

## Sharing your data

We may pass your information to our service providers, agents and associated organisations for the purposes explained above. Categories of recipients normally include:

- accommodation providers (hotels, guest houses etc.)
- overseas travel, rail, airline and ferry companies.
- local agencies (bike hire companies, local tour operators)
- social media hosting services
- distribution and marketing companies
- third party retail suppliers
- financial transaction providers
- infrastructure & cloud service providers
- sub-contractors we appoint to provide services to you, for example luggage transfer services

We sometimes use your personal data for other purposes in addition to these. For more information about whom we share your personal data with, please read our full privacy policy.

## Special Category Data

In some circumstances we give you the opportunity to provide us with personal data, categorised under the GDPR as Special Category Data, e.g. whether or not you are registered as disabled. Our privacy policy explains how we use and protect that information.

## Retention

Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes. Our privacy policy explains how we decide when it is no longer necessary to retain your data.

## Rights

You have various rights regarding your personal data as set out in the GDPR. These include the right of access, the right to have data rectified and the right to erasure. Further details relating to all of your rights under GDPR can be found on the Alan Rogers website:

[www.alanrogers.com/about/data-protection](http://www.alanrogers.com/about/data-protection)

## Your choices

As a customer you are able to update your preferences regarding marketing materials.

You can do this by:

- clicking on the 'unsubscribe' link at the bottom of every marketing email we send you.
- returning any postal communications to us, marked 'return to sender, please remove'
- speaking to us on +44 (0)1580 214 000 – Let us know which materials you no longer wish to receive.
- contacting our Data Protection Officer using the contact details below.

Please note that if you request not to receive further marketing information, you will continue to receive communications relating to the administration of products or services you have purchased.

## Contact us

If you would like any information about Alan Rogers and our activities you can contact us by:

- telephone: +44 (0)1580 214 000
- email: [enquiries@alanrogers.com](mailto:enquiries@alanrogers.com)
- post: Alan Rogers Travel Ltd,  
Spelmonden Old  
Oast,  
Goudhurst,  
Kent,  
TN17 1HE  
United Kingdom

## Making a data protection complaint

If you think your data has been misused or that we haven't kept it secure please contact us at [DPO@alanrogers.com](mailto:DPO@alanrogers.com) and we will investigate any concerns you may have. If you're unhappy with our response to your complaint or if you need any advice you should contact the Information Commissioner's Office (ICO).

The telephone number for the ICO helpline is +44 (0)303 123 1113 or you can also chat online with an advisor. The ICO can investigate your claim and take action against anyone who has misused personal data. You can also visit their website for information at:

<https://ico.org.uk/concerns>