

## Privacy Policy

*Last updated: April 2026*

Mr Sam Denning-Kendall Trading As: **The Studio Cheddar** (“we”, “our”, or “us”) respects your privacy and is committed to protecting your personal information. This policy explains how we collect, use, and store your data when you visit our website, sign up for our newsletter, make a booking, or contact us. This privacy notice provides information on how The Studio Cheddar processes your personal information when you make a booking or booking enquiry through us, visit our website, contact us or use our services.

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### **1. Who We Are**

The Studio Cheddar is a Furnished Holiday Let based in Draycott, Somerset, UK.

For any questions about this policy or your personal data, please contact us at:

**hello@thestudiocheddar.com**

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### **2. What Information We Collect**

We may collect and store the following personal information:

Name, email address, home address and phone number (for enquiries and bookings)

Booking details, preferences, and property information

Contact history such as emails, letters, live chats, call recordings and social media messages to and from you

Identification details such as passport details or identification number where we are required to collect this information

Payment details (processed securely via third-party platforms — we do not store card information)

Technical data such as IP address and browser type (via website analytics or cookies)

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### **3. How We Collect Information**

We collect information when you:

Fill in a form on our website, Make or enquire about a booking, Contact us via email or social media, Use our website (which uses cookies and analytics)

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### **4. How We Use Your Information**

We use your data to:

Respond to enquiries and manage bookings, Send booking confirmations, updates, and related communications, Improve our website and services through analytics, We will **never sell your information** to third parties.

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### **5. Legal Basis for Using Your Data**

We process personal data under the following legal bases:

**Contract:** to manage and fulfil bookings or enquiries. **Legitimate interest:** to improve our services and website performance.

You can withdraw consent at any time by contacting us directly.

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### **6. Who We Share Information With**

We only share information with:

Trusted service providers who help us run our business (e.g., website hosting, payment or booking platforms).

All providers process your data securely and in line with UK data protection laws.

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### 7. How Long We Keep Information

We keep personal data only as long as necessary:

Booking and enquiry data: up to 6 years (for legal and accounting purposes).

Analytics data: retained according to cookie provider settings.

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### 8. Your Rights

Under UK GDPR, you have the right to:

Access the personal data we hold about you.

Request correction or deletion of your data.

Withdraw consent at any time.

Object to certain types of processing.

Complain to the **Information Commissioner's Office (ICO)** if you're unhappy with how your data is handled:

[www.ico.org.uk](http://www.ico.org.uk)

To exercise any of these rights, email us at [hello@thestudiocheddar.com](mailto:hello@thestudiocheddar.com)

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### 9. Cookies

Our website uses cookies to enhance your experience and analyse site performance.

You can control or disable cookies through your browser settings.

For more details, see our [Cookie Policy](#)

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### 10. Updates to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website, with the date shown at the top.

## Cookie Policy

*Last updated: April 2026*

Mr Sam Deniing-Kendall Trading As: **The Studio Cheddar** (“we”, “our”, or “us”) uses cookies on our website to make it work smoothly, understand how visitors use it, and provide a secure and easy booking experience. By using our website, you agree to our use of cookies as outlined below.

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### **1. What Are Cookies?**

Cookies are small text files stored on your device when you visit a website. They help remember your preferences, improve performance, and enable certain features such as online bookings.

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### **2. How We Use Cookies**

We use cookies for the following purposes:

**Essential cookies:** Required for the website and booking system to function properly. These include session cookies used by **FreetoBook** to manage property searches, availability, and secure bookings.

**Performance & analytics cookies:** To understand how our website is used (for example, through Google Analytics) so we can improve your browsing experience.

**Functionality cookies:** To remember your preferences, such as saved dates or selected properties.

We do **not** use cookies for advertising or tracking across other websites.

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### **3. Third-Party Cookies**

Our booking system is provided by **FreetoBook**, which may set its own cookies to manage secure logins, payments, and bookings.

You can read more about how **FreetoBook** handles cookies and data in their own Privacy and Cookie Policies at <https://en.freetobook.com/privacy-statement/>.

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### **4. Managing Cookies**

You can control or delete cookies through your browser settings at any time.

Most browsers let you:

Delete existing cookies

Block all cookies

Block third-party cookies

Set preferences for specific sites

Please note: Disabling cookies may affect how our website and booking system function.

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### **5. Updates to This Policy**

We may occasionally update this Cookie Policy to reflect changes in how we use cookies or to comply with legal or technical updates. The most recent version will always be available on this page.

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### **Contact Us**

If you have any questions about our use of cookies, please contact us at: [hello@thestudiocheddar.com](mailto:hello@thestudiocheddar.com)