

THE HOLIDAY KING

DATA PROTECTION & PRIVACY NOTICE

Last updated: September 2026

1. Who we are

The Holiday King is an independent travel advisor providing tailor-made travel services, including holidays, city breaks, beach escapes, UK breaks, day trips and other travel arrangements.

The Holiday King
Unit A2B, Britannia Enterprise Business Centre
Pengam Road
Blackwood
NP12 3SP
Telephone: 01495 363933
Email: info@theholidayking.uk
Website: www.theholidayking.uk

The Holiday King is responsible for deciding how and why your personal information is processed.

2. What information we collect

Depending on the service you request, we may collect:

- Your name and contact details
- Address
- Email address
- Telephone/mobile number
- Preferred method of contact
- Holiday and travel preferences
- Travel dates and destinations
- Number and ages of travellers



- Passport or other travel-document information where required for a booking
- Accommodation and flight preferences
- Payment and booking information
- Emergency contact details where required
- Accessibility, dietary or other special requirements where relevant to arranging your travel
- Information you provide when communicating with us
- Information relating to your previous bookings where relevant

We only request information that is relevant to providing our services or meeting our legal and business obligations.

3. How we use your information

We may use your information to:

- Respond to holiday enquiries
- Prepare quotes and travel options
- Make and manage bookings
- Communicate with you about your booking
- Arrange flights, accommodation, transfers and other travel services
- Process payments and maintain financial records
- Provide travel documentation
- Deal with changes, cancellations and complaints
- Meet legal, regulatory and accounting requirements
- Maintain appropriate business records
- Improve our customer service
- Send marketing communications where we are permitted to do so

Our lawful basis will depend on the purpose. For example, processing may be necessary to take steps at your request before entering into a contract or to perform a contract; legal obligations may apply to certain records; and legitimate interests may apply to appropriate business administration. Marketing that requires consent will only be sent where the appropriate consent has been obtained.



4. Travel suppliers and third parties

To arrange your holiday, we may need to provide relevant information to third parties such as:

- Airlines
- Hotels and accommodation providers
- Tour operators
- Transfer companies
- Excursion and attraction providers
- Travel insurance providers
- Payment providers
- Booking platforms and technology providers
- Other suppliers involved in fulfilling your booking

We only share information that is reasonably necessary for the relevant service.

Some travel suppliers may be located outside the UK. Where UK data protection rules on international transfers apply, appropriate safeguards or another permitted transfer mechanism will be used.

5. Special information

Some travel arrangements may require information that is considered special category data, for example information about a medical condition or disability where this is necessary to arrange appropriate travel assistance.

Where special category information is required, we will only process it where an appropriate legal condition applies and, where appropriate, with your explicit consent.

Please only provide health or other sensitive information where it is relevant to your travel arrangements.

6. Keeping your information secure

We take reasonable and appropriate technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure.

Access to customer information will be restricted to people and organisations that need it for legitimate business, legal or booking purposes.



7. How long we keep your information

We do not keep personal information indefinitely.

Information is retained only for as long as reasonably necessary for the purpose for which it was collected, taking account of:

- The nature of the booking or enquiry
- Legal and regulatory requirements
- Accounting and tax requirements
- Potential complaints or disputes
- Our legitimate business requirements

Different categories of information may therefore be kept for different periods.

8. Your data protection rights

Depending on the circumstances, you may have rights including:

- The right to be informed about how your information is used
- The right to request access to your personal information
- The right to request correction of inaccurate information
- The right to request erasure
- The right to request restriction of processing
- The right to object to certain processing
- The right to withdraw consent where processing relies on consent
- Rights relating to data portability where applicable
- Rights relating to automated decision-making and profiling where applicable

Some rights are subject to legal conditions and exemptions.

9. Direct marketing

If you agree to receive marketing from The Holiday King, we may contact you about holidays, offers, promotions, competitions and other services.

You can unsubscribe or object to direct marketing at any time.

You can also contact us if you no longer wish to receive marketing communications.



10. Cookies and our website

Our website may use cookies and similar technologies.

Cookies may be used for purposes such as website functionality, security, analytics and improving your experience.

Where required, we will ask for your consent before using non-essential cookies.

11. Information received from other sources

We may sometimes receive personal information from another person or organisation, for example a travel supplier, booking platform or person making a booking on behalf of another traveller.

Where this happens, we will provide appropriate privacy information in accordance with applicable data protection requirements.

12. Complaints

If you have a concern about how The Holiday King has handled your personal information, please contact us first:

The Holiday King
01495 363933
info@theholidayking.uk

You also have the right to complain to the Information Commissioner's Office (ICO) if you believe your personal information has been handled incorrectly.

Information Commissioner's Office: https://ico.org.uk/

13. Changes to this notice

We may update this Privacy Notice from time to time to reflect changes in our business, services, technology or data protection requirements.

The latest version will be made available through our website and/or other appropriate customer communications.