# Privacy Policy

**Policy last updated: October 2026**

At Willerby Ltd we're committed to preserving and respecting your privacy

This policy explains when and why we collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure.
From time to time, we may make changes to this policy so please check this page occasionally to ensure that you are happy with any changes made. By using our website, you agree to be bound by this privacy policy.

Any questions regarding our privacy policy and/or practices should be sent via email to marketing@willerby.com or in writing to the Marketing Department, Willerby Ltd, Imperial House, 1251 Hedon Road, Hull, HU9 5NA. Alternatively, you can call us on 01482 707808.

Who are we?

Willerby is private limited company and is registered with Companies House (Company Number 00387583). For over 80 years Willerby has been the UK's largest manufacturer of holiday homes and lodges. We love designing practical and beautiful homes for parks not only in the UK but also across the world.

We collect information about you:

- When you visit, use or register with our website, for example, when you contact us about products and services or subscribe to a newsletter/marketing information;
- When you contact us directly via social media or through our Sales, Marketing and Customer Services departments;
- From authorised Willerby Ltd dealers or sales agents; and
- We may also collect information about your usage of our website as you browse (see section below on 'Cookies' or read our Cookie Policy https://www.willerby.com/cookie-policy).

What type of information is collected from you?

The personal information we collect might include your name, home address, email address, contact telephone number, IP address, serial number of your holiday home and information regarding what site pages are accessed and when.

How is your information used?

Your personal information will enable us to provide you with access to all parts of our site and will be used for several purposes, including:

- administering our business activities
- personalising your experience on our website
- keeping you up to date with our products and services
- contacting you about a query/form you have submitted
- processing customer requests that you have submitted (e.g. aftersales request)
- processing orders you have submitted
- contacting you if you were to win one of our competitions
- carrying out customer analysis
- gaining consumer feedback
- contacting you with marketing information which you have requested and that may be of interest to you.

Willerby will only contact you if you have consented to the communication. If you wish to withdraw consent, this can be done easily by emailing marketing@willerby.com. On a regular basis we review our retention periods for personal information and as such, your personal information will only be held for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

Lawful Processing

The use of your information as stated above is sanctioned by the General Data Protection Regulation (GDPR) under the following legal justifications:

- necessary to enter into or perform our contract with you
  required to use it in order to comply to our legal obligations
- to achieve a legitimate interest and our reasons for using it outweigh any prejudice to your data protection rights
- you consented to the use and purpose (the purpose and option to consent will be presented to you, if you wish to withdraw consent please email marketing@whh.co.uk as stated above)
- necessary for us to defend, prosecute or make a claim against you, us or a third party
  for any vital interests – e.g. safety announcements/recalls

There may be uses that are permitted on the basis of other rationale but if this is the case we will use reasonable effort to identify the rationale and disclose it to you as soon as possible.

Who has access to your information?

We will not sell or rent your information to third parties. We will not share your information with third parties for their marketing purposes.

We may pass your information to our third-party service providers, agents, subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to send you newsletters, to complete an aftersales request or to help you find your perfect holiday home by passing your information to an authorised dealership). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party, or as part of any business restructuring or reorganisation, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our supporters and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

Outside of the European Union

Occasionally the information you provide to us may be transferred to countries outside of the European Union (EU). For example, any company we use which requires access to your personal data may have servers located outside of the EU or you may access our services outside of the EU which means your information may be transferred outside of the EU to provide you with those services. Please be aware that if your information is transferred outside of the EU, we will ensure appropriate security measures are undertaken with the aim of maintaining your privacy rights as defined in this privacy policy.

Your privacy, your choices

You have a choice about whether you wish to receive information from us. If you do not want to receive direct marketing communications from us about our exciting products and services, then you can select your choices by ticking the relevant boxes situated on the form on which we collect information from you.

As stated earlier in this policy, we will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted. You can change your marketing preferences at any time by contacting us via email at marketing@whh.co.uk or via telephone on 01482 707808.

You have the right to request access to your personal data which we process. This formal request is made under the DPA and is referred to as a Subject Access Request. If you wish to exercise this right and make a Subject Access Request, you should;

- Put your request in writing; either by email or by letter.
- Include proof of your identity and address (e.g. a copy of your driving licence or passport, and a recent utility or credit card bill);
- Specify the personal data you want access to, including any account or serial numbers where applicable.

You have the right to require us to correct any inaccuracies in your data free of charge. If you wish to exercise this right, you should:

- Either speak to us via telephone or put your request in writing;
- Provide us with enough information to identify you (e.g. account/serial number, username, registration details); and
- Specify the information that is incorrect and what it should be replaced with.

You also have the right to ask us to stop processing your personal data for direct marketing purposes. If you wish to exercise this right you should:

- put your request in writing (an email sent to marketing@willerby.com with a header that says 'unsubscribe' is acceptable)
- provide us with enough information to identify you (e.g. account/serial number, full name, email, registration details);
- if your objection is not to direct marketing in general, but to direct marketing by a particular channel (e.g. email or telephone) please specify the channel you are objecting to.

Data Retention

We will only process your personal data providing you have given your consent for us to do so. Under the provisions of the DPA, our firm's lawful basis for processing personal data is based on a Legitimate Interest.

The legitimate interest relates to a legal requirement for the firm to hold your personal data and financial information on record for up to a total of five years.

How can you access or update your information?

The accuracy of your information is important to us. We're working on ways to help you review and correct the information that we hold about you. In the meantime, if you change email address, or any other information we hold is inaccurate or out of date, please email us at marketing@willerby.com, or write to us at: Marketing Department, Willerby Ltd, Imperial House, 1251 Hedon Road, Hull, HU9 5NA. Alternatively, you can give us a call on 01482 707808.

You have the right to request a copy of the information that Willerby holds about you. If you require a copy please request this in writing as above.

We aim to respond within 30 days of receipt of your request but if you are unhappy with the response you may contact the Information Commissioners Office (ICO).

Security precautions in place to protect the loss, misuse or alteration of your information

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. We employ suitable security measures to protect the information provided by you from access by unauthorised persons, against unlawful processing, accidental loss, destruction or damage. Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Cookies

Similar to other commercial websites, this website utilises a standard technology called 'cookies' and web server log files to collect information about how this website is used. A 'cookie' is a small piece of information sent from our website to your computer to help us to identify you quickly. The information we collect allows us to monitor website traffic and to personalise content of the website for you. The information we collect is anonymous.

You do not need to accept cookies but please be aware that this may alter the configuration of your browser if you refuse. If you refuse cookies it is also possible that some areas of this website will not function as effectively when viewed.

Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.