

Data Privacy Notice

D&D London - Reservations

1. What is the purpose of this Privacy Notice?

Your 'personal data' or 'personal information' is any piece of information that would allow us to identify you as an individual. The processing of personal data is governed by the EU General Data Protection Regulation (the "GDPR") and national laws that supplement the GDPR in each European Economic Area (EEA) country.

We take your privacy very seriously, and this document sets out what personal information we collect from you, how we intend to use it and what your rights in respect of that information are.

2. Who controls your personal information, and how do you get in touch?

The controller of your personal information is **D&D London Ltd** ("we", "us", "our"). Should you have any query in respect of your personal information, you can contact us at the following:

Data controller	D&D London Ltd
Website	https://www.danddlondon.com
Address	16 Kirby Street, London EC1N 8TS, United Kingdom
Telephone	020 7716 0716
Email	dataofficer@danddlondon.com

You also have the right to lodge a complaint with our supervisory authority, the **Information Commissioner's Office**, which can be contacted at the following:

Supervisory Authority	UK Information Commissioner
Website	https://ico.org.uk/concerns/
Address	Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, United Kingdom
Telephone	0303 123 1113
Email	https://ico.org.uk/global/contact-us/email/

3. What information do we collect about you?

We collect the following information from you to process your booking:

- Your full name;
- Your email address;
- Your telephone number;
- Any special dietary requirements; and
- Your payment information.

If you opted to receive marketing content from us, we may also use your email address for that purpose.

4. How do we collect your personal information?

We collect your personal information directly from you, when you complete the reservation form on our website, or email and telephone.

5. What is our legal basis for collecting and using your personal information?

We will use your personal information in the following ways and for the following purposes:

Your information	Purpose	Legal basis
<ul style="list-style-type: none">-Your name;- Your email address;- Your telephone number;- Information about dietary requirements;- Your payment information.	<p>Processing your restaurant reservation.</p> <p>This may involve the profiling of your information, using criteria such as age bracket, location, products consumed. This helps us understand our customer base more effectively. We will never take automated decisions based solely on your information.</p>	<p>We need this information to perform our contractual obligations to you (i.e. to process your reservation).</p> <p>You explicitly consent to us processing any special dietary requirements for you or your guests reservation, where relevant.</p> <p>It is in our legitimate interest to collect and use this data for marketing and research purposes, as it allows us to improve our customer engagement without impacting your privacy disproportionately.</p>

6. What if you do not want to provide your personal information?

You do not have to provide your personal information to us. However, should you choose not to provide it, we will be unable to process your restaurant reservation.

7. How is your personal information protected?

We maintain strong physical, electronic and procedural safeguards to protect the confidentiality, integrity and availability of your personal information. In particular, we have taken appropriate security measures against illegal and/or unauthorised access to your personal information, and against the accidental loss of, or damage to, it.

8. Do we share your personal information with anyone?

Our email solution provider and our booking system provider will have access to your personal information. This is necessary for us to operate our booking system and to provide you with a booking confirmation and an electronic receipt.

We may also need to share your personal information with the following in limited circumstances:

- IT security providers;
- Insurers;
- External advisors (for example solicitors or auditors); and
- Public authorities or law enforcement.

Any time we provide access to your personal information to someone else, we will ensure that it is adequately secured to protect your privacy.

9. Will your personal information be transferred outside of the EEA?

If you are located in a European Economic Area (“**EEA**”) country, we may need to transfer your personal information outside of the EEA, for example where our data storage facilities are located in another country.

If that is the case, we will have put adequate, legally-approved safeguards in place to ensure the protection of your privacy, fundamental rights and freedoms while your information is located outside of the EEA. If you would like more information about those safeguards, please contact us using the details inserted in Section 1 above.

10. How long do we keep your personal information?

The information that we collected for the purpose of processing your booking will be kept for a period of six (6) years following the date of the booking. We need to retain it for business records, and in case of a dispute relating to the booking.

Your payment information will be kept for a period of two (2) years following the date of the payment. We need to retain it as instructed by our payments processor, and in the event of a dispute relating to your payment.

We may sometimes need to keep a copy of your personal information for a longer period, for example in the event of a dispute, to investigate a data breach or to comply with legal requirements. We will never keep your personal information for longer than necessary.

In all cases, your personal information will be securely destroyed once the retention periods described above expire.

11. What are your rights in respect of your personal information?

You have rights in respect of the personal information we hold on you, including the right to ask us to:

- **inform** you on how we collect and use it (this Privacy Notice is designed to do that);
- provide you **access** to the information we hold on you;
- **rectify** it if you believe that it is incorrect;
- **delete** it (only to the extent we rely on your consent to use it);
- provide you with a **copy** of any information we hold on you; and
- **stop processing or using** it temporarily (to the extent it is practical for us to do so).

Should you want to exercise any of those rights, please contact us using the details set out in Section 2 above.

12. Will we do anything else with your information in the future?

We may keep track of all of your bookings at our restaurants for the purpose of offering you admission into the 'Club D&D' programme if you qualify. For more information, please refer to our **Club D&D webpage**. www.clubdandd.com

We may also associate your personal information to a unique guest code for operational purposes, which allows us to deliver the best service to our guests.

13. Consent

Where consent is used to process your data, you have the right to withdraw your consent at any time and ask us to stop processing your data.

We will tell you about the implications of doing this and follow your wishes as required.

14. Changes to this Privacy Notice

We may need to make changes to this Privacy Notice in the future (for example, to comply with new legal requirements).

Where that is the case, we will provide you with a revised Privacy Notice on our website, which you will be able to access in the same way you accessed this version.

**This Privacy Notice was last updated on [22nd May 2018]*