

Data Privacy Notice

D&D London - Website

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 may collect the following information from you:

- Your full name;
- Your age and date of birth;
- Your gender;
- Your email address;
- Your telephone number;
- Your fax number;
- Your unique username (for identification on our website);
- Your device's location;
- Your IP address; and
- Records of correspondence between you and us.

We also collect information from you using cookies when you browse our website. For more information, please refer to our **Cookie Policy**

www.danddlondon.com/cookies

We may combine the information we receive from you and about you.

4. How do we collect your personal information?

We may collect your personal information in several ways:

- Directly from you, when you:
 - o create an account on our website;
 - o enter a competition, prize draw or promotion advertised on our website;
 - o sign up to receive our newsletter by email or SMS;
 - o report an issue with our website to us, or otherwise communicate with us;or
 - o complete an optional survey.
- Automatically using technical means as and when you use our website.
- From our trusted partners where you have expressly consented to them sharing your information with us.
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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
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<ul style="list-style-type: none"> - Your full name; - Your age and date of birth; - Your Gender; - Your email address; - Your telephone number; - Your fax number; - Your unique username (for identification on our website); 	<p>Measuring and improving our engagement with our customers and users of our website.</p> <p>This may involve the profiling of your information, using criteria such as age bracket or location. This helps us understand our customer base more effectively. We will never take automated decisions based solely on your information.</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>
<ul style="list-style-type: none"> - Your full name; - Your email address; - Your telephone number. 	<p>Sending newsletters to you.</p>	<p>You have explicitly consented to receiving marketing content from us.</p>
<ul style="list-style-type: none"> - Your full name; - Your email address; - Your unique username (for identification on our website). 	<p>Managing your user account on our website.</p>	<p>It is in our legitimate interest to collect and use this data in order to manage your user account without impacting your privacy disproportionately.</p>
<ul style="list-style-type: none"> - Your IP address; - Your device's location; - Records of correspondence. 	<p>Improving our website and your user experience.</p>	<p>It is in our legitimate interest to collect and use this data in order to improve the user experience on our website and ensure the security of our website 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 may not be able to deliver the best service to you on our website (for example, you will not be able to create a user account).

Note that some of your information is collected automatically as and when you browse our website.

Also note that some of your personal information is necessary for us to process bookings on our website. For more information please refer to our **Reservations** and **Events** privacy notices. www.danddlondon.com/privacy-policy

You are not required to consent to receiving marketing content from us for us to make full use of our website – this is entirely optional.

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 website operator and our booking system provider will have access to your personal information. This is necessary for us to operate our website and our booking system, and to provide you with electronic receipts.

Our email solution provider may also have access to your personal information. This is necessary for us to send you news about events, activities and services at our restaurants if you have opted to receive these.

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.

Your personal information may also be shared with our sponsors, partners, advertisers, advertising networks, advertising servers and analytics companies or other third parties in connection with marketing, promotional, and other offers. It may also be shared with third parties we identify at the time you provide your personal information (for example, if you were directed to our website from another site). We are not responsible for these sites or their content, products, services or privacy policies or practices.

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 2 above.

10. How long do we keep your personal information?

The information that we collected for marketing research purposes will be kept for a period of [72] months after it is collected. After that time, we will either anonymise it so that you are no longer personally identifiable, or delete it. We need to retain it for business purposes, as we use that data to improve our services.

The information that we collected for the purpose of sending you news about our restaurants (to the extent you have opted in) will be kept until one (month) after you withdraw your consent to receiving that information (for example, by opting out of email communications). We will, however, cease to send marketing content to you immediately after you opt out.

The information that we collected for the purpose of managing your user account will be kept for a period of [3] months after you choose to delete your account. We need to retain it for the purpose of managing your user account and ensure it is secured.

The information that we collected for the purpose of improving the user experience on our website will be kept for a period of [72] months after it is collected. We need to retain it for technical purposes and in order to improve our website.

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 (only to the extent we rely on your consent to use it); and
- **stop processing or using** it temporarily (to the extent it is practical for us to do so).

We use some of your personal information for marketing purposes. You can **object to our use of your personal information for marketing purposes** at any time.

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 [15th January 2024]*