



## Limeberry Group Limited

### General Data Protection Regulations (Marketing)

#### TERMS & CONDITIONS – LIMEBERRY GROUP

By joining our database, you give Limeberry Group your consent to use the provided data, as well as the information we collect when you use our website or services, to send you news, offers, promotions and updates we believe will interest you. If you change your mind, and don't want us to contact you, then you can easily unsubscribe or update your preferences - all our communications will enable you to do this.

Limeberry Group Limited, as the data controller, will only use your data as explained in our [privacy policy](#).

#### OUR PRIVACY PROMISE

We take your privacy seriously and we respect your privacy and data protection rights. This privacy notice aims to give you information on how we collect and process your personal data through your use of our websites and our services, including any data you may provide through our websites and our services when you sign up to receive news, offers, promotions and updates, book a table with us, take part in a competition, complete a survey or provide feedback.

Please take time to read this privacy notice in full, together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you, to ensure that you understand and are happy with how we collect and process your personal data. This privacy notice supplements the other notices and is not intended to override them.

#### CHANGES TO THIS PRIVACY NOTICE AND CHANGES TO YOUR DETAILS

We will need to update this privacy notice from time to time as the law and/or our business changes and develops. We will endeavour to tell you in advance by sending a service message to you if we

hold your email address. Otherwise, please look out for the flags on our websites and materials that indicates we have changed this privacy notice. If you continue to use our websites and/or services after we have changed our privacy notice, we will take this as an indication that you accept the changes.

It is important that the personal data that we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

### THIRD PARTY LINKS

Our websites, social media sites or the service may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website and/or service, we encourage you to read the privacy notice of every website, plug-in and/or application that you visit.

### THE PERSONAL DATA WE PROCESS

Personal data means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). We may process different kinds of personal data about you, which we have categorised as follows:

*Identity Data:* including your name, username (or similar unique identification numbers that we may apply to you), email address, title, date of birth and gender.

*Contact Data:* including you billing address, delivery address, email address and telephone number(s).

*Financial Data:* including payment card details.

*Transaction Data:* including the details of the products and services purchased and the date, time and location of sale and your purchasing activity.

*Technical Data:* including information we collect through your use of our websites and mobile apps, where you came to our website from and where you went when you left our website, how often you visit and use our websites and mobile apps, technical information about the devices you use to access our websites and mobile apps (including your device's unique identifying codes (e.g. its "MAC" address), relevant IP address, operating system and version, web browser and version, and geographic location).

*Profile Data:* including your username and password, purchases, orders or bookings made by you, your interests, your preferences, your feedback, your survey responses, your social media content (where this is in the public domain including posts and comments, pictures and video footage) and profile information.

*Usage Data:* including information about how you use our website, mobile apps, products and services (such as details of your table reservations).

*Marketing and Communications Data:* including your preferences in receiving marketing from us and our third parties, your communication preferences and information on what you view, click on and access in and through our marketing emails, text messages and push notifications.

We also collect, use and share *Aggregated Data* such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with products or services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

## HOW WE COLLECT YOUR PERSONAL DATA

We use different methods to collect personal data from and about you including through:

*Direct Interactions:* you may give us your Identity, Contact, Financial, Profile and Marketing and Communications Data by filling in forms or by corresponding with us by post, phone, email, social media or otherwise. This includes personal data you provide when you purchase our products or services, book a table with us, subscribe to our services, news, offers, promotions and updates or groups, request marketing to be sent to you, enter a competition or promotion, complete a survey or give us feedback.

*Social Media Interactions:* our website and services may allow you to interact with them by using your social media applications. This interaction may result in us collecting some of your social media content (including posts and comments, pictures and video footage), but only where this content is in the public domain and/or where this content has been sent by you to us in a private message via social media; and also your Technical, Profile and Marketing and Communications Data.

*Automated Technologies:* as you interact with our website and our services, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see our cookie policy for further details.

*Other Third Parties or Publicly Available Sources:* we may receive personal data about you from various third parties and public sources as set out below:

- Technical Data from analytics providers such as Google, advertising networks search information providers.
- Marketing and Communications Data and Technical Data from online advertising data providers such as Google based outside the EEA.
- Identity Data, Contact Data, Financial Data, Transaction Data, Technical Data, Profile Data and Marketing and Communications Data from third party affiliate sites such as Travelzoo or similar and table booking service providers such as Opentable.
- Contact, Financial and Transaction Data from providers of technical, payment and delivery services.
- Profile Data and Marketing and Communications Data from social media providers such as Facebook based inside and outside of the EEA.
- Identity, Contact and Profile Data from data brokers or aggregators.
- Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the EEA.

## HOW WE PROCESS YOUR PERSONAL DATA

We only process your personal data when allowed to do so by law. Most commonly, we will process your personal data:

- With your consent and please note that you have the right to withdraw your consent at any time by contacting us.
- Where we need to perform a contract we are about to enter into, or have entered into, with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

## HOW WE SHARE YOUR PERSONAL DATA

We cannot run our business or provide many of the services and benefits you expect to receive without involving other people and businesses. We only share your information in accordance with the laws applicable to us.

We share your personal data with:

- All of our Limeberry Group including new companies we might acquire in the future and who provide IT, HR, system administration services and for whom you may have agreed can provide you with marketing communications.
- Service providers who help us provide our websites, mobile apps, Wi-Fi networks and related services to you; for example, information technology companies who design and host our websites, payment services companies who enable you to use credit or payment cards with us, and data insight specialists.
- Affiliated third parties that provide services to us such as market research, table booking, voucher supply and redemption, marketing insight services and data analytics services.
- Any new business partners we may have over time; for example if we enter into a joint venture, reorganisation, business merger or sale of part of our business, the other party may receive some or all of your information.

- Our professional advisors; for example, our lawyers, insurers and insurance brokers, when they need it to provide advice to us or help us obtain insurance.
- The Police, the Health and Safety Executive, local authorities, Her Majesty's Revenue and Customs (HMRC), the Courts and any other central or local government bodies (acting as controllers or processors) where we are required to do so to comply with our legal obligations, or where they request it and we may lawfully disclose it, for example for the prevention and detection of crime or to report serious health and safety incidents.
- We also may share the information we collect with other third parties where we are legally obliged to do so; for example, to comply with a court order.

## HOW WE KEEP YOUR PERSONAL DATA SECURE

We take the security of your personal data very seriously and have in place appropriate security measures at all times, including where we share your information with our suppliers and partners, to protect your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. We have also put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Please take care of your own information. For security tips and tricks when using the internet, Wi-Fi and smartphones or tablets, please visit [www.getsafeonline.org](http://www.getsafeonline.org).

## OUR RETENTION OF YOUR PERSONAL DATA

We can only keep your personal data for as long as necessary for the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

The precise length of time we hold your personal data for varies depending on the individual circumstances, but in determining the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

We regularly review our retention periods to ensure that we are not keeping your data for longer than necessary. Details of retention periods for different aspects of your personal data are available by contacting us.

## YOUR RIGHTS

In certain circumstances, you may have the right to request access, transfer, rectification and/or erasure of the personal data that we process about you. You may also have the right to object to and/or restrict our processing of your personal data. Details of the rights are set out below.

*Human intervention:* you may request human intervention where a decision has been made about you based solely on automated processing, and/or you may challenge that decision (this may happen in the context of our recruitment process where we collect information relating to whether or not a candidate has unspent criminal convictions).

*Access:* you may request access to your personal data, which enables you to receive a copy of the personal data that we hold about you and to check to see if we are processing it lawfully.

The ICO regulates most UK data and information laws. To learn more about your rights, visit the ICO website at [www.ico.org.uk](http://www.ico.org.uk).