

## PIZZASTORM PRIVACY POLICY

PizzaStorm is committed to ensuring that your privacy is protected. This privacy policy is to inform you why we ask you for some personal data, what we do with that information and the rights and options you have over how we use your data.

### 1) Who We Are

Pizzastorm is the trading name of BV Restaurant Group Limited and BV Restaurant Group Limited is the controller of your personal data for the purposes of GDPR. The 'controller' is the company that decides how and why your personal data is processed.

BV Restaurant Group Limited is registered in England & Wales at Fitzroy Place, 5th Floor, 8 Mortimer Street, London, W1T 3JJ under the registered number 09689333

### 2) What Personal Data We Collect

#### Online:

When you visit our website (including any mobile optimized version you may access from a handheld device) you may provide us with personal data in the following ways:

- a) By signing up to receive updates or offers from us. In this case you will be asked to provide your email address and to select the restaurant location nearest to you. We use this information so that we can send you relevant updates and offers.
- b) By corresponding with us by email, in which case we may retain the content of your email messages along with your email address and our responses.
- c) Information or content that you may upload to our social network pages such as Facebook, Twitter or Instagram.
- d) We may collect information about your computer, including where available your IP address, operating system, browser type and the geographical location of your computer for system administration purposes. This statistical data about browsing actions and patterns does not identify you as an individual.
- e) Our website uses cookies, which is a small text file that is sent to your browser from a web server and stored on your device's hard drive.
- f) To help us to understand what interests our customers (for example, by seeing which pages are visited most), and tailor the website to customer needs and improve the user experience. We don't match cookie data to any personal identification. For more information on cookies please see our [Cookie Policy](#).

#### In Our Restaurants:

When you are in our restaurant, we may collect the following information when you use the Pizzastorm Wi-Fi service:

- a) Your name, date of birth, email address, postcode and mobile phone number
- b) Your physical location (only whilst you are in the restaurant)

We may also collect personal data if you make an in-person booking. In this case we may ask for your name, contact number, and email address. We will use this information only to communicate about your booking. We may also ask for your consent to receive updates or offers from us.

#### Our Loyalty Scheme:

In order to operate our loyalty card scheme we ask you to share the following personal data:

- a) Your name, email address, postal address and contact phone number so that we can communicate with you
- b) Your date of birth to confirm that you are over 18 and therefore meet the Loyalty Scheme terms and conditions

We will also collect data on the transactions you make when you use your Loyalty Card to enable use to operate the scheme. The Loyalty Card gives you points every time you scan your card when purchasing food at Pizzastorm. In order to do this we capture the details of your purchase on our point of sale system and when you redeem points.

#### Third Parties:

We may hold information about you from sales transactions and third-party service providers, such as Deliveroo, Design my night and Orderswift.

#### Recruitment:

Please see our separate Privacy Policy on our job application site.

### 3) How We Use Your Information

We may hold, use and disclose your personal data in the following ways:

- a) **To operate the Loyalty scheme:**
  - we retain the data collected at the point of sale to allocate points earned and used, to calculate your points balance and understand your purchase behaviour so we can send you appropriate messages and offers
  - provide you with information about Pizzastorm which you may be interested in – for example calculate and communicate your points balance; to contact you where necessary to inform you of changes to the scheme or to respond to a query
  - We may also contact you occasionally for your views on how the loyalty scheme operates and on ways to improve the service.
- b) **Direct marketing:**
  - You may choose to receive news, offers, promotions and competitions and we will keep you informed of any that we think may be of interest to you.

- If you are a loyalty scheme member we may use your loyalty card data to help us understand your purchasing habits so that we can send you appropriate offers and communications. For example, if you have not purchased anything for a while we may send you a special offer to come back to Pizzastorm

You have the right to opt in or opt out of certain uses of your personal data and the type of information that you receive from us at any time.

- c) To provide further services by sharing your information with trusted third parties – please see section 5 for further details
- d) To respond to your queries.

#### 4) Our Legal Basis for Collecting & Processing Your Data

- a) Legitimate Interests - we (or a trusted third party) may collect, hold and process your personal data on the basis of legitimate interest where it is necessary to fulfil our needs as a business and to provide you with services. Our legitimate interests include responding to requests and enquiries from you, informing you about products and services and ensuring our operations are operating in an efficient manner
- b) Contractual Basis – when you sign up to join the loyalty scheme you click the ‘accept’ box agreeing to be bound by the terms and conditions and this Privacy Policy. If you chose to remain a member of the loyalty scheme but opted out of direct marketing communications we will continue to provide you with service communications relating to the loyalty scheme.
- c) Consent – in some circumstances we may ask for your consent to process your information. To the extent that we are processing your personal data based on consent, you have the right to withdraw your consent at any time. You can do this by unsubscribing via the link in any direct marketing communication or writing or emailing to us at the addresses in the ‘Contact Us’ section.
- d) Vital Interest – we may use your personal information to contact you if we believe there is an urgent safety or product issue that we need to communicate to prevent or reduce any potential harm to you.
- e) Legal Obligation – we may use and process your personal data to comply with our legal obligations, such as a request from the police or a regulatory authority or to identify you if you contact us.

#### 5) How We Share Your Information

In certain circumstances we will share your information with third parties:

- a) Other parties within our group of companies, including our parent company as certain processing functions are centralized
- b) Trusted third parties – in order to provide certain services we will share your information with third party service providers such as email logistics providers. We will not share your data with a third party where it is not necessary to do so to provide a service to you
- c) In the event that the business is sold or integrated with another business we may share your personal information with our advisors, and any prospective purchasers and their advisors and will be passed to the new owner.
- d) If we receive a request from a regulatory body or law enforcement agency

The personal information we hold may be transferred to, and stored at a country other than your country of residence, including countries outside of the EEA including countries that do not have local data protection laws equivalent to those in the UK.. Where we transfer information to Bakkavor Group companies or other parties outside the EEA, we will ensure that these take place in accordance with applicable data protection laws.

#### 6) How Long We Keep Your Information

We will retain your information for as long as necessary to fulfil the purpose(s) for which it was collected and to comply with applicable laws and your consent.

#### Loyalty Card:

- We will retain your personal data for as long as you continue to use your loyalty card and then for a period in which we will try to persuade you to come back to Pizzastorm, based on your consent choices (and as long as you don't ask us to erase your personal data)
- If you do not use your loyalty card for 12 months then the points balance will revert to zero (as set out in the Loyalty Scheme terms and conditions) and if you do not use your card for a further 12 months then we will close your loyalty scheme account and delete your personal data.

#### Booking Details

- Information provided by phone or in person to secure a booking will be deleted once the booking has been fulfilled unless you have consented to us retaining this information to send you updates and offers.

#### 7) Keeping Your Information Secure

We are committed to ensuring that your information is secure.

We will take all reasonable steps to protect the confidentiality and security of your personal information, but cannot guarantee the security of any data you disclose online. You accept the inherent security risks of providing information online over the Internet and will not hold Bakkavor responsible for any breach of security unless this is due to our negligence or wilful default.

The Website may contain links to other websites operated by third parties. We are not responsible for and accept no liability in relation to these websites or their contents. You should always read the privacy policy of each website you visit carefully

For further information on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit [www.getsafeonline.org](http://www.getsafeonline.org). Get Safe Online is supported by HM Government and leading businesses.

### **8) Your Rights**

Under the General Data Protection Regulation you have certain rights in relation to the personal data we hold about you. In summary, those include rights to:

- Fair processing of information and transparency over how we use your personal information
- Access to your personal information
- Require us to correct any mistakes in your information which we hold
- Require the erasure of personal information concerning you in certain situations
- Receive the personal information concerning you which you have provided to us in certain situations
- Object at any time to processing of personal information concerning you for direct marketing
- Object to decisions being taken by automated means which significantly affect or disadvantage you, in certain circumstances
- Object in certain other situations to our continued processing of your personal information
- Otherwise restrict our processing of your personal information in certain circumstances

Further information on each of those rights, including the circumstances in which they apply, is available at [www.ico.gov.uk](http://www.ico.gov.uk)

If you would like to exercise any of those rights, please:

- Email or write to us at the addresses in the 'Contact Us' section
- Let us have enough information to identify you e.g. your name/loyalty card number
- Let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- Let us know the information to which your request relates

Please note that most of the above rights are subject to limitations and exceptions. We will provide reasons if we are unable to comply with any request.

To the extent that we are processing your personal data based on consent, you have the right to withdraw your consent at any time. You can do this by unsubscribing via the link in any direct marketing communication or writing or emailing to us at the addresses in the 'Contact Us' section.

### **9) Changes to Our Privacy Policy**

From time to time, it may be necessary for us to change this Privacy Policy,

If we change this in the future, we will advise you of any material changes or updates to it by email, where we are holding your email address.

### **10) Changes to Our Privacy Policy**

If you have any questions Privacy Notice of the way we are collecting or processing your personal data then please contact us at:

[info@pizzastorm.pizza](mailto:info@pizzastorm.pizza)

Via post to: BV Restaurant Group Ltd Fitzroy Place, 5th Floor, 8 Mortimer Street, London, W1T 3JJ

### **11) Complaints**

If you are unhappy about our use of your personal data you can contact us at the address or email above.

You are also entitled to make a complaint to the UK Information Commissioners Office.

Full contact details can be found on their website [www.ico.org.uk](http://www.ico.org.uk)