

# PRIVACY POLICY

Urban Village Pub Company Limited is committed to protecting and respecting your privacy. This policy (together with our terms of use and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.

If you need to contact us around a data breach please email us  
[daniel.keen@urbanvillagepubs.com](mailto:daniel.keen@urbanvillagepubs.com)

## WHAT INFORMATION DO WE COLLECT ABOUT YOU?

We collect information about you when you make a booking with us, or if you register for our database. We also collect information when you voluntarily access our Wi-Fi in one of our venues, sign up to our loyalty scheme, complete guest surveys or participating in competitions. You may also provide us information by filling in a form on our website or by corresponding with us by phone, e-mail or otherwise. The information you give us may include your name, address, e-mail address, phone number, financial and credit card information. Website usage information is collected using cookies.

## SHARING INFORMATION

All the personal data is received and processed in the UK by our employees, agents, advisors, suppliers, contractors and/or partners. Urban Village Pub Company Limited will not trade, sell or share your personal identifiable data for use by any third parties unless we have been authorised by you or are required by law to do so.

Please be aware however that your data may be stored on a cloud based system or on servers based outside the UK which participates in and has certified its compliance to the Privacy Shield framework.

## HOW LONG WE KEEP INFORMATION

We keep your personal data for no longer than reasonably necessary for the purposes for which it is provided. We will only keep personal data for longer if authorised by you or if we are required to do so by law.

## HOW WILL YOUR INFORMATION BE USED WHEN MAKING A BOOKING?

Our table booking system is provided by Favourite Table, you can access their privacy policy [here](#). When making a booking with us, your details will automatically be provided to our venue, these details include; your title, first name, last name, email address, telephone number, dining profile, time and date of visit, party size, any special requests or comments that you choose to submit (if any), and optionally, your postcode if you so choose to provide.

At the time of booking guests are given the option of whether they would like to be added to our email database to receive future marketing correspondence. If a guest has not opted in to receive email marketing, they will not be added to our database and will not receive correspondence from Urban Village Pub Company that does not directly relate to their booking.

## HOW WILL YOUR INFORMATION BE USED WHEN YOU ACCESS OUR WI-FI?

Urban Village Pub Company guest Wi-Fi portal is provided by Purple WiFi. In connecting to Wi-Fi in one of our venues, guests provide information through either a login form or by signing in using a social media channel. View Purple WiFi Privacy policy [here](#).

Urban Village Pub Company have access to analytics software provided by Purple WiFi to understand the demographic of visitors to our venues. At the time of accessing our Wi-Fi guests are given the option of whether they would like to be added to our email database to receive future marketing correspondence. If you have not used us since June 2017 you have been removed from our database to ensure the data stored is current.

## INFORMATION WE MAY COLLECT WHEN YOU USE OUR WEBSITE?

Our websites are built using an online platform provided by Wix.com, you can view their privacy policy [here](#). Our sites use cookies to better the user experience while visiting the website. A cookie is a small file of letters and numbers that is

sent to a user's browser and stored on the hard drive of a user's computer (or internet enabled device) when a user visits a website. Cookies are used by many websites to make them work more efficiently, as well as provide business and marketing information to website owners.

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

Our websites use analytical software, provided by Google Analytics. Google Analytics also uses cookies to track and monitor your engagement and usage of the website. Google Analytics does not collect, save or store personal data. This software allows Urban Village Pub Company to better understand visitor usage of our websites, capture generic data about our users and allows us to improve our sites.

Information provided by filling in a form on our website or by corresponding with us by phone, e-mail or otherwise, will only be used for the purpose regarding the correspondence. Customers who provide information in such a way will not be signed up to our database, unless they have specifically requested to do so.

Our websites contain links to external websites and social media pages, including other businesses operated and owned by Urban Village Pub Company. This privacy policy only applies to Urban Village Pub Company. If you follow a link to any external website, please note that these websites have their own privacy policies and that we do not accept any responsibility for these policies. Please check these policies, before you submit any personal data to these websites.

## EMAIL MARKETING

Urban Village Pub Company operate an email newsletter program, used to send information, from time to time, about offers and events which may be of interest to you. Customers can consent to receive email marketing either by subscribing through our website, or by opting in to receive email marketing when making a booking, or when logging in to our Wi-Fi. If you have signed up to our email newsletter, you may opt-out at a later date. If you no longer wish to be contacted for marketing purposes there is an unsubscribe option at the bottom of any email marketing that we send.

Email marketing campaigns sent by Urban Village Pub Company may contain tracking capability to analyse and evaluate subscriber activity. Subscriber activity may include the opening of emails, clicking of links with the email, as well as frequency of activity.

## CCTV

We have installed CCTV systems in some of our premises used by members of the public, for the purposes of public and staff safety and crime prevention and detection. CCTV is also installed on the outside of some of our buildings for the purposes of monitoring building security and crime prevention and detection.

Images captured by CCTV are stored on a hard drive and wiped after 90 days unless requested by police. The hard drives are not connected to the internet and therefore they remain secure. These images can only be seen by the sites general manager, head office or requested by the police.

We will only disclose images and audio to other authorised bodies who intend to use it for the purposes of crime prevention and detection. Images and audio will not be released to the media for entertainment purposes or placed on the internet for public viewing.

## ACCESS TO INFORMATION

You have the right to access information held about you and can be exercised in accordance with the GDPR Act.

## CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future, will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

## CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to through our website [www.urbanvillagepubs.com](http://www.urbanvillagepubs.com)