

Client Data Policy

As part of any client data process, WE ARE BAR GROUP LTD collects and processes personal data relating to clients who wish to hear from us regarding events, news and offers at our venues. We are committed to being transparent about how we collect and use that data and to meeting its data protection obligations.

What information does WE ARE BAR GROUP LTD collect?

WE ARE BAR GROUP LTD collects a range of information about you. This includes:

- your name and contact details, including email address and telephone number;
- your birth date in order to send you treats on the lead up to your birthday;
- your preferred venue out of the WE ARE BAR GROUP LTD estate;

All of the above information is optional apart from your name and email address, should you want us to contact you regarding events, news and offers at our venues.

We collect this information in the following ways: from our website, on in-house data collection cards, through our Wifi sign up splash pages when you are in the venue and connecting to our Wifi, from bookings you have made with us in the past should you have clicked 'yes' to receiving marketing from us (this applies to bookings made through our website, Design My Night, Opentable, Bookatable, Late Night London, or any other third party bookings websites that WE ARE BAR GROUP LTD makes use of).

Data will be stored in our e-marketing system powered by Fishbowl. Fishbowl are fully compliant with GDPR, their GDPR commitment and privacy policy can be found on this link: <https://www.fishbowl.com/gdpr-commitment/>.

Why does WE ARE BAR GROUP LTD process personal data?

WE ARE BAR GROUP LTD needs to process data to take steps at your request prior to communicating marketing messages to you.

WE ARE BAR GROUP LTD has a legitimate interest in processing personal data if you request to hear from us regarding events, news and offers. We will contact you via email and telephone, should you provide us with these details. If you provide us with your date of birth, we will use this information solely to send you birthday treats via email and use your telephone number if provided to call you on the lead up to your birthday to discuss booking offers. We will use your name to address you properly through email and telephone.

Who has access to data?

Your information will be stored on our e-marketing system, Fishbowl. Only the Marketing and Sales Team at WE ARE BAR GROUP LTD have access to this system and the data stored on it.

WE ARE BAR GROUP LTD will not share your data with third parties.

We will contact you regarding marketing information in relation to the venue whose database you signed up to i.e. your 'preferred venue'. Jamies Wine Bars, Number 25, Willy's Wine Bar and The Saint all fall under the 'Wine Bar Collective' umbrella, therefore if you have subscribed to one or more of the above venue's databases, we may communicate marketing information about the other Wine Bar Collective venues to you.

How does WE ARE BAR GROUP LTD protect data?

WE ARE BAR GROUP LTD takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties. Our Fishbowl account is password protected and the passwords are only known by the members of WE ARE BAR GROUP LTD's Marketing and Sales Teams.

For how long does WE ARE BAR GROUP LTD keep data?

We will store your data in our e-marketing system for as long as you wish to remain on there. We will review our database on an annual basis to cleanse it of subscribers who have not opened any mailer that we have sent to them in the past 12 months. You have the right to unsubscribe from our database at any time, either by clicking 'unsubscribe' at the bottom of any email sent to you from us.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require WE ARE BAR GROUP LTD to change incorrect or incomplete data;
- require WE ARE BAR GROUP LTD to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where WE ARE BAR GROUP LTD is relying on its legitimate interests as the legal ground for processing; and
- ask WE ARE BAR GROUP LTD to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override WE ARE BAR GROUP LTD's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact Marketing.

If you believe that WE ARE BAR GROUP LTD has not complied with your data protection rights, you can complain to the Information Commissioner.

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data to WE ARE BAR GROUP LTD. If you do not provide your personal data, we will not be able to contact you regarding events, news and offers at your preferred venue.