

# THE **GOOD EGG**

## **PRIVACY POLICY**

**[LAST UPDATED MAY 2019]**

### **ABOUT THIS POLICY**

This policy describes the processing of your Personal Data in relation to your use of this website by **Good Egg Restaurants Ltd.** (company number **229924185**) (“we”, “us” or “our”), as the owner and operator of this website, and any related websites (such as **thegoodegg.co/shop**). It also applies to any personal information we collect when you visit our restaurants or otherwise interact with us. Our head office is located at **2 Burton House, Repton Place, White Lion Road, Amersham, England, HP7 9LP.**

For the purposes of applicable data protection law (including the General Data Protection Regulation 2016/ 679 (the “GDPR”), we are a ‘data controller’ of your Personal Data (“your information”).

We are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible way. This policy outlines how we aim to achieve this and includes the information collected when you...

- Use the Site (i.e [thegoodegg.co](http://thegoodegg.co))
- Make a restaurant/event booking or restaurant/event enquiry via the Site
- Visit a restaurant (preferences, allergies, occasion etc.)
- Make a purchase via the Site
- Sign up to our marketing emails
- **Sign up to our loyalty scheme**
- Login to our WiFi
- Register your interest in working with us

### **DEFINITION OF PERSONAL DATA**

*Personal Data* means any data that relates to an identifiable person who can be directly/indirectly identified from that data. In this case, it means *Personal Data* that you give to us via the Site.

By providing your *Personal Data*, you agree that we can use your *Personal Data* in accordance with this policy.

Ensure you understand this policy in its entirety and take your time to read it.

# THE **GOOD EGG**

## **WHO ARE WE?**

The Good Egg (Soho) and The Good Egg (Stoke Newington) are restaurants based in London.

Our registered address is: 2 Burton House, Repton Place, White Lion Road, Amersham, England, HP7 9LP

Our restaurants are located at:

- Kingly Court, Ground Floor, Kingly St, Soho, London W1B 5PW
- 93 Stoke Newington Church St, London N16 0AS

## **HOW DO WE COLLECT INFORMATION FROM YOU?**

We collect information from you when you...

- Use the Site, [www.thegoodegg.co](http://www.thegoodegg.co)
- Make a restaurant/event booking or restaurant/event enquiry
- Visit a restaurant (preferences, allergies, occasion etc.)
- Make a purchase via the Site
- Sign up to our marketing emails
- **Sign up to our loyalty scheme**
- Login to our WiFi
- Register your interest in working with us

## **WHAT TYPE OF INFORMATION IS COLLECTED FROM YOU?**

You may be asked to submit personal information about yourself when, for example, you make a booking. We will collect this information so we can fulfill your booking request and you may dine at our venue.

When you make a booking or a booking/event enquiry, we collect information such as:

- Title
- Name
- E-mail address (used for booking confirmation and cancellation emails)
- Telephone number
- Billing information (required for deposits)
- Credit card information (required in the event of no-shows and late cancellations)

# THE **GOOD EGG**

- Dietary requirements
- Marketing preferences (whether you opt in or opt out)

When you visit any branch of The Good Egg we collect information such as:

- Current and past restaurant reservation details, e.g. preferences, allergies, occasion etc.

When you sign up to our marketing emails, we collect information such as:

- Name
- Email address
- Birthday (dd/mm)

When you sign up to our loyalty scheme, we collect information such as:

- Title
- Name
- E-mail address
- Birthday (dd/mm)
- Food preferences
- Last visit
- Frequency of visit

When you login to our WiFi at any branch of The Good Egg, we collect information such as:

- Title
- Name
- E-mail address
- Birthday (dd/mm)
- Food preferences
- Last visit
- Frequency of visit

# THE GOOD EGG

There is *Device Information* about your computer hardware and software that is automatically collected by **The Good Egg**. This information can include:

- Device type (e.g. mobile, computer, laptop, tablet)
- Cookies
- Operating system
- IP address
- Browser type
- Browser information (e.g., type, language, and history)
- Domain names
- Access times
- Settings
- Referring website addresses
- Generic information (e.g. city or neighbourhood)
- Other data about your device to provide the services as otherwise described in this policy.

## **CAREERS**

You may submit your CV if you're interested in working for us to [jobs@thegoodegg.co](mailto:jobs@thegoodegg.co) (found via [thegoodegg.co/careers](https://thegoodegg.co/careers)).

This information may include:

- Personal details
- Employment details
- Education
- Salary history
- Other relevant details

We will use this information to assess your application. We may also keep it in our records for future reference. Please get in contact if you would no longer like us to hold your records at [jobs@thegoodegg.co](mailto:jobs@thegoodegg.co).

## **HOW IS YOUR INFORMATION USED?**

Our use of your *Personal Data* will always have a lawful basis, either because it is necessary to complete a booking or a purchase, because you have consented to our use of your

# THE **GOOD EGG**

*Personal Data* (e.g. by subscribing to emails, **signing up to our loyalty scheme or logging into our WiFi**), or because it is in our legitimate interests.

We require the information outlined in the previous section to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping
- Sending you service emails (booking confirmation and cancellation emails)
- Improving our products and Services
- Sending marketing communications if you have opted in to receive them

## **WHO HAS ACCESS TO YOUR INFORMATION?**

We will not sell, distribute, or lease your personal information to third parties. Any personal information we request from you will be safeguarded under current legislation.

We will only share your information with companies if necessary to deliver Services on our behalf (e.g. **OpenTable** for online bookings provision) and fulfil your requests, and as otherwise consented to by you or as permitted by applicable law.

Third parties whose consent appears on the Site may use third-party '*Cookies*', as detailed below. Please refer to *Use of 'Cookies'* for more information on controlling '*Cookies*'. Please note that we do not control the activities of such third parties, nor the data they collect and use, and advise you to check the privacy policies of any such third parties.

You may choose to restrict the collection or use of your personal information at any point. Please refer to the *Your Choices* section of this *Privacy Policy* for details.

## **HOW AND WHERE DO WE STORE DATA?**

We only keep your *Personal Data* for as long as we need to in order to use it as described in this *Privacy Policy*, and/or for as long as we have your permission to keep it.

For reservations taken through **OpenTable** software, your data will be stored securely in the UK, and replicated and backed up in data centres located in the USA.

## **PROFILING**

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of additional information about you when it is available from external sources to help us do this effectively.

## **YOUR CHOICES**

# THE GOOD EGG

We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. We will not pass your details to any third parties for marketing purposes unless you have expressly permitted us to. Furthermore, you can change your marketing preferences at any time by contacting us by email at [marketing@thegoodegg.co](mailto:marketing@thegoodegg.co).

You have a right to request a copy of the *Personal Data* that **Good Egg Restaurants Ltd.** holds about you and have any inaccuracies corrected. Any such requests should be made to this email address: [marketing@thegoodegg.co](mailto:marketing@thegoodegg.co).

You have the right to withdraw your consent to us using your *Personal Data* at any time, and to request that we delete it. We do not keep your *Personal Data* for any longer than is necessary in light of the reason(s) for which it was first collected.

## SECURITY

Data security is very important to us, and to protect your data we have taken suitable measures to safeguard and secure data collected through the Site.

## USE OF 'COOKIES'

Like many other websites, we use '*Cookies*'. We use them to help you personalise your online experience.

A '*Cookie*' is a text file that is placed on your hard disk by a web page server which allows the website to recognise you when you visit. '*Cookies*' only collect data about browsing actions and patterns, and do not identify you as an individual.

**We use '*Cookies*' for the following purposes:**

**Authentication, personalisation and security:** '*Cookies*' help us verify your account and device and determine when you log in, so we can make it easier for you to access the services and provide the appropriate experiences and features. We also use '*Cookies*' to help prevent fraudulent use of login credentials.

**Performance and analytics:** '*Cookies*' help us analyse how the services are being accessed and used, and enable us to track the performance of the services. For example, we use '*Cookies*' to determine if you viewed a page or opened an email. This helps us provide you with information that you find interesting. We also use '*Cookies*' to provide insights regarding our *end users*, as well as the Site's performance, relating to elements such as page views, conversion rates, device information, visitor IP addresses, and referral websites.

**Third parties:** Third party services may use '*Cookies*' to help you sign into their services from our services. We also may use third-party '*Cookies*', such as Google Analytics, to assist with analysing performance. Any third party '*Cookies*' usage is governed by the privacy policy of the third party placing the '*Cookie*'.

**Opting out:** You can set your browser to not accept cookies, but this may limit your ability to use the services.

# THE **GOOD EGG**

The Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

## **WHAT HAPPENS IF OUR BUSINESS CHANGES HANDS?**

We may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of our business. Any *Personal Data* that you have provided will, where it is relevant to any part of our business that is being transferred, be transferred along with that part. The new owner or newly controlling party will, under the terms of this *Privacy Policy*, be permitted to use that data only for the same purposes for which it was originally collected by us.

In the event that any of your data is to be transferred in such a manner, you will **not** be contacted in advance and informed of the changes.

## **RESTAURANT GROUP**

We may share your information (such as meal or seating preferences and special occasions) between branches of **Good Egg Restaurants Ltd.** This is to enhance the hospitality experience that we (the restaurant group) provide you when you dine with us (such as, trying to seat you by a window, if you previously expressed a preference for corner seating) and to improve our table and shift planning.

For more information, please feel free to contact us at [marketing@thegoodegg.co](mailto:marketing@thegoodegg.co).

## **CHANGES TO THIS STATEMENT**

**Good Egg Restaurants Ltd.** will occasionally update this *Privacy Policy* to reflect company and customer feedback. **Good Egg Restaurants Ltd.** encourages you to periodically review this statement to be informed of how **Good Egg Restaurants Ltd.** is protecting your information. This policy was last updated in May 2019.

## **CONTACT INFORMATION**

**Good Egg Restaurants Ltd.** welcomes your comments regarding this *Privacy Policy*. If you believe that **Good Egg Restaurants Ltd.** has not adhered to this *Privacy Policy*, please contact **Good Egg Restaurants Ltd.** at [marketing@thegoodegg.co](mailto:marketing@thegoodegg.co). We will aim to use commercially reasonable efforts to promptly determine and remedy the problem.