



PRIVACY POLICY

We respect the privacy of all our customers. This privacy policy sets out the data processing practices carried out by us through use of the Website. If you have any requests concerning your personal information or any queries with regard to these practices please contact Alfie partners Ltd on 0208 530 3724.

PRIVACY NOTICE

This Privacy Notice outlines the types of personal data we may collect about you when you interact with us. It also explains how we store, handle and protect your data, and to ensure that you, as a customer of Alfie partners Ltd, are fully informed of your rights.

The sections outlined below should answer any questions you may have. However, if you do have further queries, then please do contact us at:

Alfie Partners Limited
147 Whipps Cross Road, Leytonstone
E11 1NP United Kingdom
+44 (0)20 8530 3724



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WHO ARE ALFIE PARTNERS LTD

We are the Alfie Partners Ltd which consists of The Rear Window Restaurant, Alfred's Bar and The Pleasure Garden. This privacy notice is issued on behalf of Alfie Partners Ltd so when we mention Alfie Partners, "we", "us" or "our" in this privacy notice, we are referring to the relevant company or Alfie Partners Ltd which is/are responsible for processing your data. We will let you know which entity will be the controller for your data when you purchase a product or service with us.

WHAT PERSONAL DATA DO WE PROCESS?

We process personal data of our customers or visitors to our websites for a number of different purposes, which are explained below.

"Personal data", or "personal information", 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).

RESTAURANT RESERVATIONS

The following personal information is required in order for us to make a reservation at our restaurants:

- Booking Name
 - Telephone Number or Email Address
- In order to provide exceptional customer service and to improve your dining experience, we may also collect and process additional personal information, including the following:
- Special occasions – birthdays (excluding year of birth), anniversaries and that of your guest(s)
 - Seating preferences
 - Allergies or food intolerances
 - Food & beverage preferences
 - Personal connections to other customers or staff
 - General preferences
 - Previous booking history
 - Any publicly available information – ie job title, company where you work



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RESTAURANT RESERVATIONS

Continued:

- name of spouse, photograph
- Encrypted credit card information
- Mobility requirements

For online reservations at our restaurants, we use the third party booking engine SevenRooms and you will be directed to the SevenRooms Inc website when making a booking online. In order to provide the online booking service, your personal data will be collected, transferred to and processed by SevenRooms Inc, who are located in USA as a data processor acting on behalf of Alfie Partners Ltd. Please refer to the section below "Who do we share your data with?" for more information.

PRIVATE DINING

The following personal information is required in order to make a reservation in one of our private dining rooms:

- Reservation name
- Email address
- Telephone number

In order to provide exceptional customer service and to improve your dining experience, we may also collect and process additional further personal information, including the following:

- Special occasions – birthdays (excluding year of birth), anniversaries of the customer and any guests –
- Room preferences
- Allergies or food intolerances
- Food preferences
- Personal connections to other customers or staff
- General preferences
- Job title, company name
- Encrypted credit card information
- Mobility requirements



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PRIVATE DINING

In order to provide exceptional customer service and to improve our customers' dining experiences, we may collect and process additional personal information, including the following:

- Special occasions – birthdays (excluding year of birth), anniversaries of the customer and any guests
- Room preferences
- Allergies or food intolerances
- Food preferences
- Personal connections to other customers or staff
- General preferences

E-COMMERCE AND RETAIL

The following personal information is collected and processed by us in order to provide e-commerce services to you:

- Name
- Postal address and billing/delivery addresses (if different)
- Telephone number
- Email address
- Credit/Debit Card details
- Name of recipient (if a gift)
- Delivery address, telephone number and email address of recipient (if a gift and if applicable)

This personal information may be shared with trusted third parties as data processors in order to carry out any necessary services for us, including shipping, fulfilment, and personalisation for a given order transaction. Please refer to the section below "Who do we share your data with?" for more information.



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HOW DO WE CAPTURE YOUR PERSONAL DATA?

Reservations, bookings and orders at any of our restaurants can be made in the following ways:

- Online
- Phone
- Email
- In person
- Via a third party (person or company)
- Through social media – if you choose to interact with us

Personal data which is collected is then stored by us and processed in the corresponding business system in order for us to be able to provide the relevant goods and services to you.

We may also use collect and process publicly available information that we believe could be relevant to your reservations, bookings, orders or other interactions with us. We typically search engines like Google or Social Media (eg LinkedIn) to collect this information. In these circumstances, your Personal Information may be said to have been passively collected (that is, gathered without you actively providing the information).

We do not knowingly collect personal information from children under age 13. If we learn that we have collected personal information from a child under age 13 without parental consent, we will take steps to delete that personal information as soon as possible.