

OUR PRIVACY POLICY

Updated: 03/06/21

The type of personal information we collect

When you visit Smashing Plates in store, on a mobile device, tablet or desktop, you may provide us with information personal to you including for example your name, your address, your postcode, your email address, your mobile phone number and your date of birth, whether you are a student, and the other information outlined below (your "Personal Information"). You may provide additional Personal Information if you wish.

You may provide us with Personal Information in a number of ways:

When using our takeaway or eat in services, we collect your name, email address and a contact phone number and we may collect information such as what items you've browsed, your favourite and past orders, restaurant locations name, email address and a contact phone number.

By registering to use our in-restaurant WiFi services.

By signing up for promotions or competitions.

By corresponding with our Customer Service team by email, in writing, on social media or telephone, in which case we may retain the content of your emails, letters or conversations together with your title, name, email address, the social media username that you're using, telephone number and our responses.

How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

Processing an order for collection or delivery.

contacting you with information about Smashing Plates products, services, news and special offers, if you've given your consent (signed up to it) when you registered with us.

making sure you get the best experience from us - depending on what computer or device that you're using.

meeting legal, regulatory and compliance requirements.

investigating any complaints about the Service.

investigating any safety or security incidents or breaches.

We always want to make sure you're in control of the information you give us, so we will ensure only the data we really need for the services being used is processed.

Under the General Data Protection Regulation (GDPR), we will only use your personal information when the law allows us to. In most

cases, we will use your personal information in the following circumstances:

Where we need to perform the contract we have entered into with you, e.g. in the processing of an online or eat in order, making a table reservation etc.

Where we need to comply with a legal obligation, e.g. in the investigation of a complaint or accident.

Where it is necessary for our legitimate interests, e.g. to gather feedback from you on our products and services.

Where we have your explicit consent to do so, e.g. if you have signed up to receive our regular newsletter emails.

How we store your personal information

Access to your Personal Information is limited to those who have a need to manage it. This could include our employees of our group companies, service providers or agencies but your data will be protected in the same ways as outlined in this Privacy Policy. We'll take all necessary and reasonable steps to ensure that any Personal Information is protected by appropriate technical, physical, electronic, and organisational procedures in place to keep that Personal Information and prevent the unauthorised or unlawful processing of your Personal Information, and accidental loss or destruction of, or damage to, your Personal Information. By submitting your Personal Information, you consent to this.

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at listening@smashingplates.uk or at Kemp House, 152 – 160 City Road, London, EC1V 2NX if you wish to make a request.

Changes to this Privacy Policy

From time to time, we may revise this Privacy Policy to reflect new company initiatives, services, changes in the law or technology. Any changes we make to this Privacy Policy will be posted on this service so that you are always informed of the latest version. We'll also include the date of the most recent revisions at the top of this page.

How to Contact us

If you have any concerns about our use of your personal information, feel free to get in touch with us at listening@smashingplates.uk.