

About this policy

Merchant Leisure Limited is a Restaurant Operator responsible for Burgers and Beers Grillhouse, The Newsroom Bar and Eatery and Spatch Bar and Eatery and is 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 our site websites <https://www.burgersandbeersgrillhouse.co.uk> <https://www.spatchchicken.co.uk> <https://www.newsroomedinburgh.co.uk>
- you make a booking on any of our websites.
- you make enquiries on any of our websites.
- someone is interested 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 our 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.

Who are we?

Merchant Leisure Limited is a Restaurant Operator based in Edinburgh operating a number of bars and restaurants.

The head office address is: 10 Craigmillar Park, EH16 5NE Edinburgh

How do we collect information from you?

We collect information from you:

- when you make a booking.
- when you make an enquiry.
- when you login to our public WiFi on site.
- when you sign up to marketing emails.
- when you apply for a job.

What type of information is collected from you?

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

When you make a booking Merchant Leisure collects information such as:

- title
- name
- e-mail address (used for booking confirmation and post-dining feedback emails)
- home or work postcode
- billing information taken for deposits

When you dine at any of our three sites:

- marketing responses (where applicable)
- survey responses
- current and past restaurant reservation details

When you access our sites:

There is “Device Information” about your computer hardware and software that is automatically collected by us when you login to our public WiFi and website. This information can include:

- device type (e.g. mobile, computer, laptop, tablet)
- birthday
- cookies
- operating system
- IP address
- browser type
- browser information (e.g., type, language, and history)
- access times
- referring website addresses
- other data about your device to provide the services as otherwise described in this policy.

Location information:

If you use our website, we may receive your generic location (such as city or neighbourhood).

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, because you have consented to our use of your personal data (e.g. by subscribing to Marketing emails), 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.
- Send you service emails (booking confirmation and post-dining feedback).
- Improve our products and services.
- Send 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. For example, service providers (e.g. Zonal for the provision of online bookings) to fulfil your requests, and as otherwise consented to by you or as permitted by applicable law.

Third parties (including Zonal, Feed It Back and Google Analytics) whose content appears on our 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 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 Zonal software your data is stored securely in data centres managed by Zonal.

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.

Your choices

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 info@merchantleisure.co.uk.

You have a right to request a copy of the personal information that Merchant Leisure or any of our sites holds about you and have any inaccuracies corrected. Any such requests should be made to this email address: info@merchantleisure.co.uk.

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.

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 our Sites.

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 may find interesting. We also use cookies to provide insights regarding you and your activity, such

as page views, conversion rates, device information, visitor IP addresses, and referral sites.

- **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 cookie 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.

Our 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.

Changes to this statement

Merchant Leisure will occasionally update this Privacy Policy to reflect company and customer feedback. Merchant Leisure encourages you to periodically review this statement to be informed of how Merchant Leisure is protecting your information. This policy was last updated in January 2019.

Contact Information

Merchant Leisure welcomes your comments regarding this Privacy Policy. If you believe that Merchant Leisure has not adhered to this Privacy Policy,

please contact Merchant Leisure at info@merchantleisure.co.uk or call us on 0131 226 0236.