

Introduction

We are committed in respecting and protecting your personal data. The following policy outlines the general processes we go through once you provide your data.

Please read carefully to understand the practice and guidelines in place to ensure we keep your data secure and informing you of what we do with your data.

Photography and video

Pizza Pilgrims reserves the right to take photos and videos within its venues at all times. These images will be used by us to share positive promotional news about its events and experiences across all digital channels of communication and the occasional internal memorandum. Images may also be used in press releases, printed publicity and published on our websites globally. All Images are stored securely on our server. If you would prefer for you or your child not to be photographed or filmed, please email us (info@pizzapilgrims.co.uk) and ask for a member of the Marketing team.

What data we collect

As soon as you visit our website, our web server will automatically record an anonymous profile of which website you visited us from, pages you have visited and what sequence, and the date and length of your visit. This aggregate and does not identify you specifically. We do store personal identifiable data when you volunteer to submit your information through our booking forms, last minute booking forms, guest list sign up forms, newsletter sign up forms and purchase items through our online retail shop. This data is any information that identifies you which includes first and last name, email address, telephone number, company name and payment details. We may also collect additional information such as interests, preferences, transactional information, demographics (e.g. age, gender and income information).

Our cookies policy

We and other third party service providers and partners may send your computer “cookies” to enhance your online experience. Cookies are coded files that can classify you as a unique user and store your personal preferences which allow us to see which pages you have visited and in what order. We use cookies to personalise your visit to the website, see traffic on the website and track user trends, patterns and selections for authorised download and for technical reasons connected with your use of our site. Cookies can be permanent and remain on your computer until you delete them or temporary in which they are cleared once you close your browser. We may also use “web beacons” that monitor your use of our sites. Web beacons (or web bugs) are small strings of code that provide a method for delivering a graphic image on a web page for the purpose of transferring data, such as the IP (Internet Protocol) address of the computer that downloaded the page on which the web beacon appears, the URL (Uniform Resource Locator) of the page on which the web beacons appears, the time the page containing the web beacon was viewed, the types of browser that fetched the web beacon and the identification number of any cookie on the computer previously placed by that server. When corresponding with you via HTML capable e-mail, web beacons let us know

whether you received and opened our email. On their own, cookies or web beacons do not contain or reveal any personal data. However, if you choose to provide us with personal data, it can be linked to the anonymous data stored in the cookies and/or web beacons. Most browsers are initially set to accept cookies and you will be prompted as soon as you visit the website on cookies being used. However, if you prefer, you may adjust your browser to reject cookies from us or from any other website. Additionally, by setting your web browser to display HTML emails as text only, you may be able to prevent the use of some web beacons. However, please note that certain areas of our sites can only be accessed in conjunction with cookies or similar devices.

We use the following categories of cookies for our website:

1. **Strictly necessary cookies.** these cookies are essential in order to enable you to move around our websites and use its features. the information collected by these cookies relate to the operation of our website, for example website scripting language and security tokens to maintain secure areas of our website.
2. **Performance cookies.** these cookies collect anonymous information about how you use our website, for example which pages you visit most often, whether you receive any error messages, and how you arrived at our website. information collected by these cookies is used only to improve your use of our website and never to identify you. these cookies are sometimes placed by third-party providers of web traffic analysis services, such as google analytics.
3. **Functionality cookies.** these cookies remember choices you make, for example the country you visit our website from, your language and any changes you have made to text size or other parts of web pages that you can customise, to improve your experience of our website and to make your visits more tailored and enjoyable. the information these cookies collect may be anonymised and cannot be used to track your browsing activity on other websites.
4. **Targeting or advertising cookies.** these cookies collect information about your browsing habits in order to make advertising more relevant to you and your interests, they are also used to limit the number of times you see an advert as well as help measure the effectiveness of an advertising campaign. The cookies are usually placed by third party advertising networks. they remember the websites you visit and that information is shared with other parties such as advertisers.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. these cookies are likely to be analytical/performance cookies or targeting cookies. we use google analytics. for information on how google processes and collects your information in regard to this product and how you can opt-out, please see [here](#). we also use Google adsense and a Facebook pixel to publish adverts. when you view or click on an advert a cookie will be set to help better provide advertisements that may be of interest to you on this and other websites. you may opt-out of the use of this cookie by visiting Google's & Facebooks advertising and privacy page. for more information on managing cookies, please go to www.allaboutcookies.org, or visit www.youronlinechoices.com which has further information about behavioural advertising and online privacy.

you may disable cookie support on your browser but be aware that by doing so, you will lose certain features that require a cookie to work properly. we may use the information collected by the cookie to provide us with various statistics without identifying any individual.

How we will use your personal data

When you use the website we may collect and process information about you, where you can be identified from this information (directly or indirectly), it will comprise your “personal information” and must be treated with additional care.

Some data is automatically collected when you visit our website, we may automatically collect the following information:

- technical information, including ip address, login information, browser type and version, time zone setting, browser plug-in types and versions, operating system, platform, device type, hardware model, mac address, unique device identifiers and mobile network information;
- information about your visit, including the full url clickstream to, through and from our website (including date and time);
- information about your network, such as information about devices, nodes, configurations, connection speeds, and network and application performance and location information from wi-fi access points;
- pages you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page;
- information about your previous visits to the website

Some data is volunteered by you, may provide us with your information in a number of ways, including:

- completing forms on the website (such as “contact us” or “group bookings” forms);
- corresponding with us by e-mail, phone or otherwise;
- subscribing to email updates, newsletters or other subscriptions and features made available on the website from time to time;
- using the provided wi-fi in one of our restaurants; reporting a problem or requesting support for the website; communicating with us through third party social media websites or applications (e.g. twitter, facebook, instagram); and participating in our contests, promotions, sweepstakes and surveys on the website.

The information we collect includes your name, postal address, e-mail address, telephone number, date of birth, gender, social media account details (such as facebook and twitter), and any other information you provide on registration, on placing an order and through other means on the website, some of which will comprise your personal information.

if you are ordering a takeaway from one of our restaurants you may also provide us with your credit or debit card number and expiry date. we will not store this

information which will instead be processed and stored by our payment providers in accordance with their privacy policies when you buy a giftcard you may also provide us with your credit or debit card number and expiry date. this information will be processed by transaction wireless in accordance with its privacy policy.

We collect your data to enable us to: provide a better user experience on our website, send you content that would be of interest to you through newsletters, to carry out promotion activities and to constantly build stronger marketing campaigns both online and offline based on customer needs and wants, improve our service through reservation and sales by dealing with enquiries or queries and booking process, pursuing leads through sales and events, provide customer service on-site by understanding and appreciating our repeat customers.

Will we use your personal data for marketing purposes?

Once we receive your data voluntarily, we will use your personal data for purposes of

- 1) Email marketing for sharing information on new products, events and venue openings relating to us and it's sub-brands
- 2) Customer relationship management for both sales and marketing to provide customer service throughout your bookings process

Our security measures for protecting your personal data

Complete security is not always possible on the Internet, however we assure you that we are very committed to protecting your data and have reasonable technical and organisational security measures to enable us to do this. These measures as in place to prevent accidental or intentional manipulation, loss, misuse, destruction or against unauthorised disclosure or access to the information we collect online. We are constantly evolving our technology and whilst we cannot always guarantee warrant the security of personal data, we are always improving our security in line with legal requirements.

How we will store your personal data?

We store all personal data locally. There will be times when we will need to transfer your data to central database systems located in United Kingdom, as we improve our booking process. Your information will not be stored for longer than is necessary for the purposed of described in this privacy policy.

Will we share your personal data with anyone else?

We may share your data between entities within our group for operational purposes. By using our website and submitting your personal data, you agree for anyone working for us to access your data and use for the purposes as outlined in this privacy policy.

Your data may be shared with third parties who are providing a service to us. We may also provide anonymous or aggregate data with advertisers and business partnerships to understand customer trends and patterns, as well as maintaining our business relationships. As We continue to grow and expand, we may share your personal data with potential new partners, sponsors and

brands that work in association with us, this is purely for your interest in our brand. Please note, we will not be selling your data to any third parties.

Third party sponsors and links from our website

From time to time we may have links on our website that direct you straight to third party websites and in which have their own privacy policies different to ours. We are not responsible for any data collected from these third party sites and their use.

Will we transfer your personal data out of the UK?

Your personal data will be stored and processed in the United Kingdom. However, as we are looking to grow globally it may be necessary that we transfer personal data to international operations. Despite data protection and laws in other countries outside of the European Economic Area differing, we will always take every reasonable measure to protect your privacy.

How you can find out about your personal data held by us

Please email one of our venues using the “Contact Us” form found on the venue page to see the personal data collected through this site that relates to you, to cancel it or to update your personal data.

Changes to this Privacy Policy

There may be occasions when we will need to update this privacy policy to reflect company initiatives, changes in the law or technology or changes in our practices regarding the collection and use of your personal data. Should there be any changes, we will update this page and changes will be allocated to the top of this page as well as highlighted in bold with the date of change. We will not be pursuing to use and disclose your personal data outside of what is outlined in this privacy policy without informing you and providing an opportunity to consent.

How to contact us

If you have any questions or comments on this privacy policy, please do not hesitate to contact us through the following methods:

- 1) Contact us form using our contact us page.
- 2) Write to us at: 23 Carnaby Street, W1F 7DD.

If any parts of this privacy policy is judged to be illegal, void or unenforceable due to applicable law or by order of a court of competent jurisdiction it shall be deemed deleted and the continuation in full force and effect of the remainder of the provisions will not be prejudiced unless a court of competent jurisdiction determines that the substantive purpose of this privacy policy is then frustrated, in which case you may contact us at the above address in order to opt-out of the privacy policy.