

## **COVID-19 Datacapture (from 4 July 2020)**

### **Purpose of policy**

We are committed to protecting your personal information and being transparent about what information we hold about you.

From 4 July 2020, when pubs reopen in England, HM Government has asked them to collect a small amount of personal data from customers as a precaution. HM Government will request this information, as part of their track & trace programme, if COVID-19 is found at this pub.

Using personal information allows us to develop a better understanding of our customers and in turn to provide you with relevant and timely information about the events we have and the things we do.

The purpose of this policy is to give you a clear explanation about how we collect and use the information we collect from you directly.

We use your information in accordance with all applicable laws concerning the protection of personal information. This policy explains:

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Our use of cookies to improve your use of our website
- Information about how we keep your personal information secure, how we maintain it for and your rights to be able to access it

If you have any queries about this policy, please contact the Data Protection Officer at The Electric Pub Company Ltd. or email [steve@electricpubs.co.uk](mailto:steve@electricpubs.co.uk)

### **Who we are**

The Electric Pub Company Ltd. is registered as a company in England and Wales under registration number 12014139. We own & manage the Pymore Inn, Bridport and The Antelope Inn, Hazelbury Bryan.

### **Information collection**

We collect various types of information and in a number of ways:

Information you give us

For example when you register on our website to receive our e-alerts we'll store personal information you give us such as your name and email address.

When you book a table we will ask for your name & a contact phone number.

HM Government has asked us to collect name, email and contact phone details. This is as a precaution in case there is an outbreak of COVID-19 at one of our pubs and they need to get in contact as part of the 'track & trace' programme.

### **Information about your interactions with us**

For example, when you visit our website, we collect information about how you interact with our content and events. When we send you a mailing we store a record of this, and in the case of emails we keep a record of which ones you have opened and which links you have clicked on.

### **Sensitive personal data**

Data Protection law recognises that certain categories of personal information are more sensitive such as health information, race, religious beliefs and political opinions. We do not collect this type of information about our customers.

### **Legal basis**

There are two bases under which we may process your data:

#### **Legal obligation**

As advised by [The Information Commissioners Office](#)

#### **With your Explicit Consent**

For any situations where the base above is not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

### **Marketing communications**

We aim to communicate with you about the events and offers in ways that you find relevant, timely and respectful.

We will provide you with an option to unsubscribe in every email that we send you, or you can alternatively use the contact details at the end of this policy.

We may also contact you about our events by telephone however we will always get explicit consent from you before doing this.

Please bear in mind that this does not apply to telephone calls that we may need to make to you related to your bookings (as above).

### **Other processing activities**

In addition to marketing communications, we also process personal information in the following ways that are within our legitimate organisational interests:

We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible.

In order to improve our website we may analyse information about how you use it and the content that you interact with.

In all of the above cases we will always keep your rights and interests at the forefront to ensure they are not overridden by your own interests or fundamental rights and freedoms.

You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details at the end of this policy. Please bear in mind that if you object this may affect our ability to carry out tasks above that are for your benefit.

### **Third parties**

There are certain circumstances under which we may disclose your personal information to third parties.

These are as follows:

Where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

When you pay by credit or debit card, your details may be shared with our payment processing partners for the purposes of fraud prevention.

### **Cookies**

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function (for example to keep track of your basket) as well to provide website operators with information on how the site is being used.

We use cookies to keep track of your basket as well as to identify how the website is being used and what improvements we can make.

### **Your debit and credit card information**

If you use your credit or debit card to purchase from us we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS). You can find more information about this standard [here](#).

We optionally allow you to store your card details for use in a future transaction. This is carried out in compliance with PCI-DSS and in a way where none of our staff members are able to see your full card number. We never store your 3 or 4 digit security code.

### **Security of your personal information**

We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible.

We will not transfer, process or store your data anywhere that is outside of the European Economic Area.

Data collected will be destroyed after 21 days unless you have opted in to receive our email marketing communications.

### **Your rights to your personal information**

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected. Please use the contact details at the end of this policy if you would like to exercise this right.

### **Contact details and further information**

Please get in touch with us if you have any questions about any aspect of this privacy policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests.

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