

# ELLE R LEISURE LTD.



## PRIVACY POLICY

At Elle R Leisure Ltd. we are dedicated to keeping your personal information secure while using it only to keep in touch or to provide you with the very best level of service and experience in our venues.

This document is designed to make it easier for you to understand how we collect your data, store it and use it within our bars, restaurants and hotels.

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## 1. About this policy

Elle R Leisure Ltd. 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 one of our websites (albertsshed.com, albertsdidsbury.com, albertsworsley.com, alberts-restaurants.com, dukes92.com, thecastlefieldrooms.com, woodlandsleeds.com, hellohotels.co.uk, soughtonhal.com).
- You make a booking either on one of our websites or in person.
- You make enquiries on one of our websites.
- You buy a gift card.
- You enter your information to access customer WiFi.
- Someone is interested in working with us.

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## 2. 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.

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### 3. Who are we?

Elle R Leisure Ltd. is a hospitality company operating the following venues in the UK:

**Albert's Shed**  
18-20 Castle Street  
Manchester  
M3 4LZ

**Albert's Didsbury**  
120-122 Barlow Moor Rd  
Manchester  
M20 2PU

**Albert's Worsley**  
E Lancashire Rd  
Swinton  
Manchester  
M27 0AA

**Dukes 92**  
18-20 Castle Street  
Manchester  
M3 4LZ

**Hello Hotel**  
267 E Lancashire Rd  
Swinton  
Manchester  
M27 0AA

**Woodlands Hotel**  
79 Gelderd Rd  
Gildersome  
Leeds  
LS27 7LY

**Soughton Hall Hotel**  
Northop Nr Mold  
Flintshire  
CH7 6AB

Our head office address is:

**Elle R Leisure Ltd.**  
Eastgate,  
2 Castle Street,  
Manchester,  
M3 4LZ

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## 4. How do we collect information from you?

We collect information from you:

- When you make a booking.
  - When you visit a restaurant (preferences, allergies etc.).
  - When you make an enquiry.
  - When you sign up to marketing emails.
  - When you access customer WiFi.
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## 5. 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 fulfill your booking request and you may dine at our venue.

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### 5.1. When you make a booking

Elle R Leisure Ltd. collects information such as:

- Your title.
  - Your name.
  - Your e-mail address (used for booking confirmation and post-dining feedback emails).
  - Your telephone number.
  - Your company name.
  - Your dietary requests.
  - Your marketing preferences (whether you opt-in or opt-out).
  - Your billing information taken for deposits, ticketing, or holding credit card information for use in the case of no-shows (where applicable).
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### 5.2. When you dine or stay at any of our venues

- Current and past restaurant reservation details.
- Your preferences such as preferred tables or rooms, dietary requirements etc.
- Marketing responses (where applicable).
- Survey responses (where applicable).

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### 5.3. When you access our websites

- There is “Device Information” about your computer hardware and software that is automatically collected by our websites. This information can include:
- Device type (e.g. mobile, computer, laptop, tablet).
- Cookies.
- Operating system.
- IP address.
- Browser type.
- Browser information (e.g., type, language, and history).
- Domain names.
- Access times.
- Settings.
- 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).

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### 5.4. When you apply for a job

You may submit your CV if you're interested in working for us to [recruitment@ellerleisure.com](mailto:recruitment@ellerleisure.com)

This information may include:

- Personal details.
- Employment details.
- Education.
- Salary history.
- Other relevant details.

We will use this information to assess your application. We may also keep it in our records for future reference. Please get in contact if you would no longer like us to hold your records at [recruitment@ellerleisure.com](mailto:recruitment@ellerleisure.com).

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## 6. 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 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:

- Send you service emails (booking confirmation and post-dining feedback).
  - Improve the individual customer's experience the next time they visit one of our venues..
  - Improve our products and services.
  - Internal record keeping.
  - Send marketing communications to previous customers about similar services we offer. (The option to opt out of these communications is available in your initial email confirmation and every subsequent marketing email).
  - We may use the information to customise the website according to your interests
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## 7. 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. These include third-party payment processors and other third parties to provide our websites and fulfil your requests, and as otherwise consented to by you or as permitted by applicable law.

Other notable third parties include:

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### 7.1. OpenTable

If you decide to make an online reservation at the Site, you will be linked to a reservation interface called OpenTable. While it appears to be part of our site, OpenTable is in fact provided by a third party and is governed by its privacy practices. OpenTable is committed to safeguarding your privacy and upholding the highest levels of information security. To that end, the company adheres to the strictest consumer privacy guidelines and uses state-of-the-art security technology to protect any information you provide to and through OpenTable.

OpenTable's privacy policy can be found here:

<http://www.opentable.com/info/privacypolicy.aspx>

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### 7.2. MailChimp

When you dine or stay at any of our venues we may use your personal data to send you details of our products or services identified as likely to be of interest to you. We use the marketing platform, MailChimp to securely store this information and send these

marketing communications. You may opt-out at any time through an unsubscribe option at the bottom of every email you receive from us.

Mail Chimp's privacy policy can be found here: <https://mailchimp.com/legal/privacy/>

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Third parties whose content appears on our websites 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.

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## 8. How and where 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. Your personal information is stored in the following places.

- **Restaurant reservations and customer preferences.**  
Securely stored on OpenTable's servers.
  - **Marketing database.**  
Securely stored on MailChimp's servers.
  - **Gift card database.**  
Securely stored on our own servers using software provided by Comrex Inc.
  - **Job applications.**  
Applications and CVs are securely stored in our cloud solution provided by Google Drive.
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## 9. 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. We may make use of additional information about you when it is available from external sources to help us do this effectively.

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## 10. Your choices

We will only contact you for marketing purposes by email to send you details of our products or services identified as likely to be of interest to you. 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 [privacy@ellerleisure.com](mailto:privacy@ellerleisure.com)

You have a right to request a copy of the personal information that Elle R Leisure Ltd. holds about you and have any inaccuracies corrected. Any such requests should be made to this email address: [privacy@ellerleisure.com](mailto:privacy@ellerleisure.com).

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 in light of the reason(s) for which it was first collected. Data will, therefore, be retained for the following periods (or its retention will be determined on the following basis):

→ **Gift cards.**

We will keep your information for 3 years after your last purchase. We need to retain this data for our own accounting and operational purposes and for legal and tax purposes.

→ **Email marketing.**

We will keep this data for as long as we are able to market to you and if you withdraw your consent or opt-out of marketing communications, we will keep your contact details only to ensure that we do not contact you again for marketing purposes.

→ **Reservations.**

We will keep the information you have provided for as long as required to improve your service and experience with us.

→ **Competition entries.**

We will only hold your data for as long as we need to run the competition and announce the winner/s.

→ **Job applications.**

We will retain your data for as long as we need to process your application and maintain application statistics and we will make this known to you.

In certain circumstances, once we have deleted or anonymised your data, we may need to retain parts of it (for example your email address) in order to comply with our obligations under GDPR or other legislation, or for fraud detection purposes.

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## 11. 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 website.

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## 12. 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:

**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 find interesting. We also use cookies to provide insights regarding your End Users and your sites' performance, 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 website 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.

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## 13. 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.

In the event that any of your data is to be transferred in such a manner, you will not be contacted in advance and informed of the changes.

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## 14. Restaurant groups

We may share your information (such as meal or seating preferences and special occasions) with other restaurants in the same restaurant group. This is to enhance the hospitality experience that we provide you when you dine with us (such as, trying to seat you by a window, if you previously expressed a preference for window seating), “customised service” and to improve our table and shift planning.

In addition to providing you with more customised service, we may, as permitted by applicable law, share your information with our restaurant affiliates to support operations, such as to perform analytics, tailor marketing to you, support a loyalty program that you have chosen to participate in, and improve services.

For more information, please feel free to contact us at: [privacy@ellerleisure.com](mailto:privacy@ellerleisure.com)

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## 15. Changes to this statement

Elle R Leisure Ltd. will occasionally update this Privacy Policy to reflect company and customer feedback. Elle R Leisure Ltd. encourages you to periodically review this statement to be informed of how Elle R Leisure Ltd. is protecting your information. This policy was last updated in July 2018.

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## 16. Contact Information

Elle R Leisure Ltd. welcomes your comments regarding this Privacy Policy. If you believe that Elle R Leisure Ltd. has not adhered to this Privacy Policy, please contact us at [privacy@ellerleisure.com](mailto:privacy@ellerleisure.com)

We will aim to use commercially reasonable efforts to promptly determine and remedy the problem.

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