

## Hush Privacy Policy

This Privacy Policy sets out the basis on which we will process the personally identifying information ('Personal Data') that we collect and receive from and about the users of our website ([www.hush.co.uk](http://www.hush.co.uk)), subscribers to our newsletter, or when you use our services.

### **Our Privacy Commitments**

We will only collect, keep, use and share Personal Data for legitimate business purposes that we explain here below, or if we're legally required to do so.

We will be as clear and open as we can with you on what Personal Data we collect and how it will be processed.

For as long as we maintain records of your Personal Data, we will keep it up to date and protect it with appropriate safety measures.

## **RESERVATIONS**

### **Data Collection**

We collect the following Personal data from or about you as a Hush customer:

Personal Data Collected directly from you through the booking process may include: your name, phone number, and email address. Our legal basis for the collection and processing of this data is to secure a reservation made by you, to enable us to contact you to confirm this reservation, or inform you of any issues with it.

### **Bookatable**

We work with Bookatable as an external reservations system in order to collect and process bookings online. They will not share your data with us without your consent. You can access Bookatable's privacy policy here: <https://www.bookatable.co.uk/legal#privacy>

### **Design My Night**

We work with Design My Night as an external reservations system in order to collect and process bookings online. They will not share your data with us without your consent. You can access Design My Night's privacy policy here: <https://www.designmynight.com/privacy-policy>

### **Data Uses**

We use your Personal Data:

For the administration of your reservation and to contact you about your reservation (for example if changes are needed)

To contact you with marketing messages which you have requested or agreed to receive from us (for example via a branded newsletter);

## **Data Sharing**

Hush will not sell your information. We will not share your information with any third party except as stated in this Privacy Notice or as required to operate the Sites, provide our services to you and administer your account.

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## **SOCIAL MEDIA FOLLOWERS**

### **Data Collection**

We receive the following Personal Data about you if you follow one of our social media accounts: Your account name, gender, general interests, location, age. Our legal basis for processing this data is our legitimate interest in providing social media and marketing content that is of interest to our followers on social media.

### **Data Uses**

We use this Personal Data:

to provide bespoke social media content

to create targeted advertising across all our social media channels (for example by analysing responses to posts and existing advertisements);

to find out more about our digital community (for example by analysing the age ranges of our followers).

### **Data Sharing**

Hush will not sell your information. We will not share your information with any third party except as stated in this Privacy Notice or as required to operate the Sites, provide our services to you and administer your account.

### **Social Media Marketing**

We will share your Personal Data with social media sites to enable them to provide marketing messages that you have agreed to receive from them, and that you have agreed to provide to us in agreement with this Privacy Policy.

The social media sites we share your Personal Data with as at the date of this Privacy Policy and their respective privacy statements are:

Facebook <https://www.facebook.com/privacy/explanation>

Twitter: <https://twitter.com/en/privacy>

Instagram: <https://help.instagram.com/155833707900388>

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## **WEBSITE VISITORS**

## Data Collection

The data transmitted from your browser includes your IP address, the date and time of the visit, the pages accessed, the access status/HTTP status code, your browser, your operating system and interface, as well as the language and version of the browser software. The legal basis for collecting and processing this personal data is to be able to operate our website and provide you with access to the pages you wish to access.

We collect the following Personal Data about you if you visit one of our Sites: site referrals, browsing pattern, browser type, location, general interests, gender, age. The data transmitted from your browser includes your IP address, the date and time of the visit the pages accessed, the access status/ HTTP status code, your browser, your operating system and interface, as well as the language and version of the browser software. The legal basis for collecting and processing this personal data is our legitimate interest in operating the Sites, providing you with access to the pages you wish to access, understanding the interests of our potential customers and providing you with relevant information about our services.

The Hush website collects Personal Data via secure sign up forms that you have consented to provide on the following pages: <http://hush.co.uk/aviator-bar-at-hush> , <http://hush.co.uk/private-events/corporate/>, <http://hush.co.uk/private-events/leisure/>, <https://hush.giftpro.co.uk/> and via the “Sign Up” hyperlink on our website footer. The data collected on these pages includes name, email, contact phone number and postcode. Our legal basis for the collection and processing of this data is in order to respond to your enquiry, assist with a booking, allow you to purchase a gift voucher as requested by you, or to contact you with marketing messages you have agreed to receive from us. We do not store this data or use it for marketing purposes once your enquiry has been closed unless specifically requested by you.

## Data Uses

We use this Personal Data:

- to provide you with bespoke website content (for example by analysing our site visitors’ age ranges);
- to gain insight into your behaviour and preferences (for example by analysing the website pages you visit);
- to create bespoke marketing messages (for example by analysing the click throughs on our Sites);
- to re-target our website visitors with relevant marketing messages (for example by using cookies hosted on our Sites);
- to collect site statistics.

## Data Sharing

Hush will not sell your information. We will not share your information with any third party except as stated in this Privacy Notice or as required to operate the Sites, provide our services to you and administer your account or otherwise as required or permitted by law.

## Cookies

We may occasionally use alphanumeric identifiers (“cookies”) which are transferred to your computer’s hard drive through your web browser to enable our system to recognise your browser when you use the Website and to monitor traffic patterns. Our Website uses cookies to distinguish you from other users of our Website. This helps us to provide you with a good experience when you browse our Website and also allows us to improve our Website. You may modify your web browser to prevent it from accepting new cookies, to notify you when a cookie is received or to disable cookies entirely. Doing so, however, may prevent you from enjoying certain features of our Website. Find out more about cookies by visiting <https://policies.google.com/privacy/>

We may use YouTube to host video content. When you view a web page on our site with an embedded YouTube video, YouTube creates at least three cookies: VISITOR\_INFO1\_LIVE, use\_hitbox, and PREF. In some circumstances you may also find an additional GEO cookie. We use the YouTube service as a convenience for our visitors, and we use it on the basis that Google adheres to its privacy policy.

We use Google Maps on our Find Us page to provide detailed information on how to locate us.

Google Maps stores up to four cookies: khcookie, NID, SNID and PREF. We use Google's interactive maps because we believe they provide a helpful way for our visitors to identify how best to reach us.

We use the Google Maps tools on the basis that Google adheres to its privacy policy which can be found here <https://policies.google.com/privacy> and its terms of service for Google Maps.

## Google Analytics

Google Analytics, a web analytics service provided by Google, Inc. (“Google”) also places cookies on your computer, to enable Google to provide us with activity reports relating to the Sites. Google uses this data only to provide us with information on how users use the Sites and does not associate your IP address with any other data held by Google. The information generated by Google cookies about your use of the platform (including your IP address) will be transmitted to and stored by Google on servers in the United States. You may refuse these cookies by selecting the appropriate settings on your browser or by downloading and installing the browser plug-in available under <https://tools.google.com/dlpage/gaoptout?hl=en-GB>.

This website also uses Google Tag Manager. This service allows website tags to be managed via an interface. Tags are small elements of code that are used, for example, to measure traffic and visitor behaviour. Google Tag Manager only implements tags. This means that no cookies are used and, as a result, no personal data is recorded. Google Tag Manager initiates other tags which, in turn, may record data. However, Google Tag Manager does not access this data. If deactivation has been performed at a domain or cookie level, this remains in place for all tracking tags if these are implemented with Google Tag Manager.

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## DATA PROCESSORS

We use third party processors to collect, export, process and store Personal Data on our behalf. The processors we use currently are the following:

CRM Tool: MailChimp, located in the U.S. Privacy Shield:

[https://mailchimp.com/legal/privacy/?\\_ga=2.235311809.1396092974.1524581029-438272600.1522245182](https://mailchimp.com/legal/privacy/?_ga=2.235311809.1396092974.1524581029-438272600.1522245182)

Social Wifi: Captini: <https://captini.com/legal>

Survey Tool: Survey Monkey, located in the U.S. Privacy Shield

Certified. <https://www.surveymonkey.com/mp/policy/privacy-policy/>

Gift Vouchers: GiftPro: <https://www.giftpro.co.uk/privacy/>

## Web Management Tools

Bookatable Limited, registered in England and Wales <https://www.bookatable.co.uk/legal#privacy>

Access UK, incorporated in England and Wales <https://www.designmynight.com/privacy-policy>

MailChimp®, a registered trademark of The Rocket Science Group, U.S.

Google Analytics, Google Tag Manager and Google Data Studio, located in the U.S. Privacy Shield Certified. <https://www.google.com/policies/privacy/>

VaultPress, located in the U.S. Privacy Shield Certified, <https://automattic.com/privacy/>

Wordfence, located in the U.S. Privacy Shield Certified, <https://www.wordfence.com/privacy-policy/>

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## Data Security

We maintain technical and physical safeguards that are designed to protect the security and integrity of your Personal Data, and to guard it against accidental or unauthorised access, use, alteration or disclosure to unauthorised third parties. These measures include device encryption, firewalls and virus checking procedures.

Where we keep Personal Data files on local devices these devices are protected and accessible only to authorised Secret Group employees.

We regularly review our security systems to ensure that your Personal Data remains safe and secure.

## Duration of Storage

We will maintain records of your Personal Data for as long as you remain:

a registered subscriber to our mailing list;

a registered user on our website;

for as long as is necessary to provide our services to you.

#### Your Rights in Relation to Personal Data

You can unsubscribe from our marketing communications at an time by following the link in the footer of the last email you received from one of our brands (“Unsubscribe”) or by [sending your request](#) with detailed instructions for our Customer Services team.

You have the right to update and correct the personal information on your account. You also have the right to request from us all personal information that we hold that relates to you, to request restriction of the processing of that data and to request that we delete that data. Where allowed by applicable law there may be an administrative charge for supply of copies of data and we may also require you to provide us with appropriate identification before we comply with this request. You also have the right to object to our continued processing of your personal data. You may also have the right to data portability. If you have a complaint about the way in which we use your personal information you have the right to complain to the Information Commissioner [www.ico.gov.uk](http://www.ico.gov.uk).

You can contact us with questions about the personal information we hold about you using the contact information provided in the “Contacting Us” section of this Privacy Policy.

#### Changes to our Privacy Policy

We will update this Privacy Policy from time to time to reflect changes in our business. All such changes will be posted to the Sites and if we consider it to be appropriate we will notify subscribers of any material changes by e-mail.

#### Contacting us

Hush Brasseries Ltd is the Data Controller in respect of any Personal Data that you submit to us or that we collect from or about you. We are a limited company registered in England and Wales (Limited company no. 03670723) with registered offices at 8 Lancashire Court, London, W1S 1EY

If you would like to know what information we hold about you or if you have any other queries or complaints in relation to this Privacy Notice, or our Sites, our contact details are as follows:

Hush Brasseries Ltd, 8 Lancashire Court, London, W1S 1EY

[Info@hush.co.uk](mailto:Info@hush.co.uk)

0207 659 1500