

# BRICK LANE

## PRIVACY STATEMENT

Last updated: 10<sup>th</sup> May 2018

### Overview

This Privacy Statement (“Statement”) describes the personal information practices of **MURCHINSON TRADING CO LTD** trading as Pepe’s Piri Piri – BRICK LANE , with respect to information about our customers and others who use our services including the types of personal information we collect, how we may use such information and with whom we may share it.

Please note that Pepe’s Piri Piri – BRICK LANE , is independently owned and operated, under Franchise Licence.

When, in this Privacy Statement, it refers to “we”, “us” or “our”, it means Pepe’s Piri Piri – BRICK LANE only.

## **1 When we may collect Personal Information from you**

We may collect personal information about you when you interact with us.

Directly – through contact with our store

- a) Customer Enquiry about our services
- b) Customer Complaint about our service
- c) Telephone ordering

Indirectly – through contact via online ordering applications

- a) Pepe's App order
- b) Pepe's Web order
- c) Other Web based ordering platforms

## **2 What information we may collect from you**

The specific information we will collect depends upon the reason for collecting it, however as a guide we may collect the following information:

- Your Name
- Your Address
- Your Contact Phone Number
- Your Contact Email Address
- Your Credit/Debit Card information (for payment processing only)

## **3 How we may use the information we collect from you**

We may use the personal information we collect to:

- Fulfil your requests or orders and process payments for our products and services
- Send communications to you about your orders and purchases
- Provide customer support, respond to and communicate with you about your enquiries or complaints
- Identify and protect against fraud and other criminal activity, claims and other liabilities

If you have given us permission, we may also use the personal information we collect to:

- a) Send general information about our services
- b) Send general information about our product range
- c) Send information about promotions and competitions
- d) Send store specific information

If we wish to use your information in any other way, we will obtain consent prior to its specific use.

#### **4 How we share the personal information**

We use a number of 3<sup>rd</sup> party suppliers to operate and manage the information technology used within the business. This includes the till system, the Pepe's App and Pepe's Web Ordering facility and other Web based ordering platforms.

Our continued business with these 3<sup>rd</sup> party suppliers is reliant upon their compliance with all aspects of Data Protection and is continually reviewed.

The information that these 3<sup>rd</sup> party suppliers hold, on our behalf, will only be used for the purposes already stated or compliance with an aspect of our franchise licence and will not be sold.

Circumstances may arise where, whether for strategic or other business reasons, we decide to sell or transfer all or part of our business. We may transfer information we have collected and stored, including personal information, to the party or parties involved in the transaction, as part of that transaction.

We reserve the right to use or disclose personal information as needed to satisfy any law, regulation or legal request, to protect the integrity of our services, to bring or defend against legal claims, to protect the rights, interests, safety and security of Pepe's Piri Piri – BRICK LANE our employees and members of the public, or in connection with any investigation into fraud, illegal activity or violation of any Pepe's Piri Piri – BRICK LANE policy.

#### **5 Children's Privacy Notice**

We will not knowingly collect any personal data from a person under the age of 14, either in store or through its online services.

#### **6 Your choices**

If you have opted-in to marketing communications, you can subsequently elect not to receive marketing communications from Pepe's by following the opt-out instruction in any marketing communication we send you or by contacting us using either the address or email provided at the end of this document, clearly stating "unsubscribe".

Please note that if you opt out of receiving marketing communications from us, we may still send communications to you concerning your transactions with Pepe's and any competitions which you have entered.

#### **7 Access to and Corrections and Deletion of Personal Information**

If at any time you would like to access, correct or delete personal information we have collected from you, please contact us using either the address or email provided at the end of this document.

Please note that we may be required by law to retain certain information.

Before we are able to provide you with any information or correct any inaccuracies, we may ask you to verify your identity and/or provide other details to help us respond to your request. There may also be a fee, as permitted by law, for providing the information to you.

## **8 Links with others**

The Pepe's App and Web Ordering facility may contain links to websites not owned or operated by Pepe's or one of its information technology suppliers.

We cannot control, or be responsible for the privacy practices of such sites. If you are directed to one of these other sites, we strongly suggest that you read the individual Privacy Statement of that site.

## **9 Information Security**

We are committed to taking appropriate measures to keep personal information secure.

We have in place technical, administrative and physical procedures designed to protect personal information from accidental, unlawful or unauthorised loss, access, disclosure, use, alteration or destruction.

Whilst we take every effort to safeguard our information systems, no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure.

## **10 Retention of Personal Information**

We retain personal information for the period of time necessary to fulfil the purposes outlined in this Privacy Statement and in line with our policies on record retention, unless a longer retention period is required or permitted by Law.

## **11 International Data Transfers**

We are a UK based business and will not transfer information outside of the UK and EU areas.

## **12 Changes to this Privacy Statement**

We may change this Privacy Statement from time to time. When changes are made, we will change the "Last Updated" date shown at the top of this Privacy Statement.

We encourage you to periodically check for the up-to-date version of our Privacy Statement.

## **13 How to Contact Us**

If you wish to contact us concerning this Privacy Statement you can email us at

[Pepes008@hotmail.co.uk](mailto:Pepes008@hotmail.co.uk)

*(Please state "Privacy Statement" in the subject line, to enable easy identification of the email.)*

If you prefer to write to us, or wish to contact us for anything else, please send your letter to:

**Pepe's Piri Piri**  
**82-84 Brick Lane**  
**London**  
**E1 6RL**