



## APP & WEB ORDERING PRIVACY NOTICE

(LAST UPDATED ON 15 March 2018)

This privacy notice provides information on how Preoday Limited ("**Preoday**") uses personal data relating to users ("**you**") of its ordering and payment services app (the "**App**"), its online ordering tool (the "**Web Ordering Tool**") and related services (together referred to in this policy as the "**Services**").

### 1. Who is Preoday?

Preoday Limited is a company registered in England and Wales with company number 08243191, and registered with the Information Commissioner's Office under number ZA027520.

Preoday runs the App and Web Ordering Tool for a venue where goods and services are available to order (the "**Venue**"). In this Privacy Policy, we explain what types of personal data we may come to process and for what purposes. We also explain the choices you have in relation to our processing and how you can learn more about our processing and exercise your rights. We will only collect personal information with your expressed consent and by first notifying you of the purposes for our doing so.

You can contact Preoday by using the contact details set out at paragraph 11 below.

### 2. Collection and use of data by Preoday

#### 2.1. Registration details

If you install the App or use the Web Ordering Tool, you will be asked to register with Preoday in order to create an account and receive the related Services. Registration information may include:

- the telephone number of the mobile device on which you have installed the App (this will be used to deliver the Services and manage your password);
- your email address, which will be used to send you receipts for payments of your order;
- your date of birth which will be used to check you are over 18 years of age and as an additional identity check should you need to get in contact with Preoday;
- your physical address (this will be used if we need to arrange delivery to you); and
- other relevant information, such as venue specific membership numbers, loyalty card numbers, and your preferences with regards to mobile orders.

#### 2.2. Your payment card details

You must have appropriate authority to use the payment card that you use for payment.

Payment processing services are provided by a third party. The details you provide to us in the App or Web Ordering Tool are passed directly to the payment service provider and will be subject to its terms of use and privacy policy. By inputting payment card details, you are consenting to use of the payment card details by the payment services provider for the purpose of paying for your order. If you have any questions relating to these services please contact the relevant payment service provider.

Preoday does not store any of your payment card details on its systems. Payment transactions are between you and the Venue. Preoday does not receive your payment.

### 2.3. Orders from a Venue

The App and Web Ordering Tool allows you to place orders and pay for your food, drink and merchandise. After placing an order you will pay for it using the App or Web Ordering Tool through one of our payment service providers. The details of your order will be used to deliver the Services and generate your payment receipt.

Preoday may also collect data relating to your orders (including the food, drink, merchandise and e-vouchers you chose, the Venue you ordered from and when, order amounts and your payments) to improve the Services, and for analysis and statistical purposes (see paragraph 5 below). This data is collected through the App or Web Ordering Tool.

### 2.4. Contacting Preoday

If you contact Preoday in relation to the App or Web Ordering Tool (via email, telephone, post or otherwise), we may collect and retain your contact details and your communication for the purpose of handling your query and keeping records of communications.

## 3. Use of data by the Venue

Preoday runs the App and Web Ordering Tool for the Venue and data collected through the App and Web Ordering Tool may be disclosed to the Venue. This may include your Preoday user details, demographic information and details relating to your experience at the Venue. This data may be used by the Venue:

- to facilitate the processing, and managing your payment, of an order;
- to facilitate other services, like Loyalty programs, that you have separately signed up for with the Venue;
- for analysis and statistics (see paragraph 5 below); and
- subject to obtaining your consent which is sought via the App, sending you marketing communications through the App, by push notifications or email.

## 4. Combining with data from other sources

If you download or use (or have downloaded or used) another venue's Preoday mobile app or an app created using Preoday's API, Preoday may combine data obtained from this App and/or the Web Ordering Tool with data processed in relation to that app.

The combined data may be used by Preoday for the same purposes outlined in this policy.

## **5. Analysis and statistics**

Preoday may use the data it collects about you for analysis and statistical purposes, for example to analyse how many users place orders at particular times, food and drink preferences, and the characteristics of such users, for example their age or gender.

Statistics and results of analysis (anonymised and without reference to your personal data) may also be shared with the Venue, other venues and their suppliers for the purpose of improving the services and customer experience within those venues.

## **6. Other use of your personal data**

Preoday may also use and disclose your personal data for the purposes of:

- checking your compliance with the Preoday terms of use for the App;
- administration and maintenance of the Services;
- compliance with legal obligations, or protection and enforcement of legal rights; and/or
- managing actual or potential business transactions (eg in the case of an acquisition of Preoday's business).

## **7. Disclosure of your personal data to third parties**

Preoday may disclose your personal data for the purposes outlined at paragraphs 2 to 6 above to third parties as permitted by law. All such disclosures will be subject to appropriate legal obligations to safeguard your personal data and only use the personal information for the purposes for which you have consented.

## **8. Storage and security of your personal data**

Your personal data is stored in electronic and physical records maintained by Preoday and/or its service providers. Preoday is based in the UK and currently only stores and processes data within the European Economic Area ("**EEA**"). Preoday will only transfer your personal data outside the EEA in compliance with applicable law. By submitting your personal data, you agree to allowing your personal data to be transferred, processed and stored overseas so long as Preoday complies with its obligations under applicable law.

## **9. Your rights**

It is our obligation to only process personal that is accurate, relevant and necessary taking into account our legitimate purposes and your consent. You have the right to control that we do so, including the right to withdraw consents you have previously provided as well exercising the right to be forgotten by having us delete all personal information we have collected.

If you would like to access a copy of any personal data which Preoday holds about you, or if you wish to change your any consents previously provided, please send a request by email or by post using the contact details in paragraph 10 below.

## **10. Queries**

If you have any queries in relation to the processing of your personal data by Preoday Limited, please contact us:

By post: Preoday Limited, PEM, Salisbury House, Station Road, Cambridge, CB1 2LA; or

By email: [support@preoday.com](mailto:support@preoday.com)