

# **The Fishmongers Tavern Privacy Policy**

The Fishmongers Tavern is committed to respecting your privacy. This Privacy Policy outlines how we collect, use, disclose, store, and process your information when you interact with us, whether online or in person at our Sheringham location. By using our website, participating in our loyalty programs, or engaging with our services (collectively, the “Services”), you agree to the terms outlined in this Privacy Policy.

## **1. How We Collect Information**

We may collect personal information in a variety of ways, primarily through our Services, including our website and any in-person interactions. In some cases, we may receive information through social media platforms or other third-party sources when you engage with us.

## **2. Types of Information We Collect**

### **a. Information Directly Provided by You:**

Contact Information: When you voluntarily submit information through our Services, we may collect your name, email address, phone number, postal address, and other similar details.

Transactional Information: Payment details when you make purchases.

Survey Responses: Information provided through feedback or surveys.

Communications: Details from any correspondence between you and The Fishmongers Tavern, including emails or phone conversations.

User Content: Reviews, photos, or comments shared with us.

### **b. Loyalty Programs**

If you sign up for our loyalty program, we will collect information such as your name, email, phone number, home address, date of birth, and preferences.

### **c. Social Media**

When you interact with our social media profiles, we may collect information such as your profile details, engagement activities, and preferences.

### **d. Friends and Family**

If you provide personal information about friends or family (e.g., when referring someone), you confirm that you have their consent to share that information with us.

### **e. Non-Personal Information**

We may collect anonymized or aggregated data that does not directly identify you.

## **3. Online User Activity**

We use cookies, web beacons, and other tracking technologies to collect information about your activity on our website, such as pages visited, time spent, and device details. This helps us improve your experience by providing personalized content and targeted marketing.

#### **4. How We Use the Information We Collect**

We use your information for the following purposes:

**Providing Services:** Fulfilling orders, reservations, and managing loyalty programs.

**Customer Communication:** Sending you updates, promotions, or responding to inquiries.

**Improvement:** Enhancing the customer experience through feedback and usage analytics.

**Marketing:** Sending marketing emails, text messages, and push notifications. You may opt-out at any time by following the instructions in the communication.

**Security and Compliance:** Protecting our business and complying with legal requirements.

#### **5. Sharing of Information**

We do not sell your personal information. However, we may share your information in the following instances:

**With Service Providers:** For fulfilling orders, processing payments, and managing our website and loyalty programs.

**Legal Obligations:** When required by law or to protect the safety of our guests and business.

**Business Transfers:** In the event of a sale, merger, or transfer of ownership, your data may be transferred.

#### **6. Data Retention**

We retain your information only for as long as necessary to fulfill the purposes for which it was collected, or as required by law. Marketing-related information is typically retained for 36 months from your last interaction with us unless you opt-out sooner.

#### **7. Your Privacy Choices**

You have the right to access, correct, or delete the personal information we hold about you. If you wish to exercise any of these rights or adjust your marketing preferences, please contact us.

#### **Opting Out of Marketing Communications**

You can opt out of marketing communications by following the instructions in the email or contacting us directly.

#### **Cookies**

Most browsers allow you to control cookies through your settings. However, disabling cookies may affect the functionality of our website.

#### **8. Security**

We implement technical and physical security measures to protect your personal information. While we strive to ensure security, no system is completely foolproof, and we encourage you to take precautions when sharing information online.

## **9. Contact Us**

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us at:

The Fishmongers Tavern  
Sheringham, Norfolk, UK  
Email: [enquiries@fishmongerstavern.co.uk](mailto:enquiries@fishmongerstavern.co.uk)  
Phone: 01263 823127