



Smith's
Bar & Grill

PRIVACY POLICY

Your 'personal data' or 'personal information' is any piece of information that would allow us to identify you as an individual. The processing of personal data is governed by the EU General Data Protection Regulation (the "GDPR") and national laws that supplement the GDPR in each European Economic Area (EEA) country. We take your privacy very seriously, and this policy sets out what personal information we collect from you when you use this website or make a reservation, how we intend to use it and what your rights in respect of that information are. The Hidden may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective as of the 25th May 2018.

What we collect

We may collect the following information:

- full name and job title;
- your age and date of birth;
- your gender;
- contact information including email address, telephone number, fax number and postal address;
- your IP address;
- records of correspondence between you and us;
- demographic information such as postcode, preferences and interests;
- other information relevant to customer surveys and/or offers.



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Who controls your personal information

The controller of your personal information is Smith's Bar & Grill and Ayllu restaurants ("we", "us", "our"). Should you have any query in respect of your personal information, you can contact us at the following:

Data Controller	Smith's Bar & Grill
Website	https://www.smithsbarandgrill.co.uk
Address	25 Sheldon Square, Paddington, London, W2 6EY
Telephone	020 7286 9458
Email	reservations@smithsbarandgrill.co.uk

Data Controller	Ayllu
Website	https://www.ayllu.co.uk
Address	25 Sheldon Square, Located beneath Smith's Bar & Grill, Paddington, London, W2 6EY
Telephone	0208 054 0385
Email	reservations@ayllu.co.uk

How do we collect your personal information?

Directly from you, when you:

- make an enquiry or reservation either online or via the telephone;
- enter a competition, prize draw or promotion advertised on our website;
- sign up to receive our newsletter by email or SMS;
- report an issue with our website to us, or otherwise communicate with us;

Or

- Automatically using technical means as and when you use our website.
- From our trusted partners where you have expressly consented to them sharing your information with us.



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What we do with your information

- For internal record keeping
- To measure and improve our engagement with our customers and users of our website.
- This may involve the profiling of your information, using criteria such as age bracket or location. This helps us understand our customer base more effectively. We will never take automated decisions based solely on your information.
- Sending newsletters to you.
- Improving our website and your user experience.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Controlling your personal information

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at reservations@smithsbarandgrill.co.uk or reservations@ayllu.co.uk . We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen. You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to Smith's Bar & Grill, 25 Sheldon Square, Paddington, London, W2 6EY.



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If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

Cookies

The Hidden does not use “cookies” for any purposes except that required for system administration of the web server and to administer the following advertising services: Our website stores a number of different cookies on the computer or device that you use to access our website. Cookies are small text files used by browsers to store small bits of information about a device or computer, such as preferred settings or preferred languages. Cookies do not take up much space (unless you have thousands of them) and cannot contain viruses or other harmful code. You can usually change your browser so that it will not accept cookies.

Changes to this Privacy Notice

We may need to make changes to this Privacy Notice in the future (for example, to comply with new legal requirements). Where that is the case, we will provide you with a revised Privacy Notice on our website, which you will be able to access in the same way you accessed this version. *(This Privacy Notice was last updated on Friday 25th May 2018)