

# Privacy Statement for End Users of Venue Sign-In

This privacy statement applies to the processing of personal data of customers who have opted to support the NHS Test and Trace service by entering their contact details in to the Venue Sign-In feature provided to hospitality venues by Crave Interactive. The data controller for processing these personal data is Crave Interactive Ltd (hereinafter referred to as Crave). Crave is responsible for the processing of your personal data and takes your privacy seriously. Crave therefore adheres to the requirements of the General Data Protection Regulation (GDPR) when processing personal data.

## ***What personal data we process and why***

Crave processes your personal data because you have entered your contact details in the Venue Sign-In feature of the ServeSafely app for potential use by the NHS Test and Trace service. We use the following personal data for the following purposes.

### 1. Contact details

We process the personal data you provide to us when you enter your details in to the Venue Sign-In page of the ServeSafely app. These personal data are needed in order to be stored for 28 days for potential use by the NHS Test and Trace service if requested by the NHS. The legal basis for this processing of personal data, as defined in the GDPR, is that you have consented to it when you entered your details. We process the following personal data:

- Name
- Mobile telephone number
- Email address

### 2. *Marketing messages*

If you have opted in, we also process your personal data to be able to send you (personalised) marketing messages and notifications. Such messages may include the latest news, discounts, loyalty schemes and updates about new products and services (by email or push notification).

These messages may come from Crave or from the venue where you used the Venue Sign-In feature. The legal basis for this processing of personal data, as defined in the GDPR, is that you have consented to it when you entered your details by opting in to receive such marketing messages. Whenever you want to change your preferences with respect to receiving such messages and notifications, you can unsubscribe using the link in the message in question.

We process the following personal data for marketing purposes:

- Name
- Contact details

### *3. Customer Services*

When you contact our customer services department, we will use the personal data you provide to answer your question or handle your complaint. The legal basis for this processing of personal data, as defined in the GDPR, is that you have consented to it when you entered your details. We process the following personal data for customer service purposes:

- Name
- Contact details
- Address details (if applicable)
- Comments (if applicable)

### *4. Cookies*

We also process personal data that you submit to us indirectly. Crave uses cookies for functional, analytical, and marketing purposes. The functional cookies are necessary for the use of the website. Cookies collect the following personal data:

- Information that you provide to us, including email address, phone number
- Information that becomes available to us as you use our services, including pages visited, actions performed, location, browser version, device type, device attributes, including IP address, crash reports, system activity, and the date, time, and referrer URL of your request.

Please refer to our Cookie Policy for further details about cookies.

## **Age**

Our website is neither intended for persons aged under 16, and nor do we intend to collect

personal data of website visitors who are aged under 16. However, we are unable to verify visitors' age. We therefore advise parents to monitor their children's online activities, so as to prevent their personal data being collected without parental consent. If you feel that we have collected personal data of a minor without consent, please contact us on [info@crave-emenu.com](mailto:info@crave-emenu.com). We will then proceed to erase these data.

### ***How long we store personal data for***

Crave will not store your personal data collected via the Venue Sign-In feature for longer than 28 days. We will only store your personal data for longer if we are required by law to do so.

### ***Sharing with vendors***

If you have opted to receive marketing messages, Crave shares your personal data with the vendor operating the venue where you used the Venue Sign-In feature of the ServeSafely app. As you are a direct customer of the vendor, the vendor will have its own responsibility and obligations with respect to the processing of your personal data. If you have questions about how the vendor handles your personal data, you should contact the vendor directly.

### ***Sharing with others (not being vendors)***

Crave will not sell your personal data to other third parties.

We will share your personal data to the NHS if requested to do so for the explicit purposes of facilitating the NHS Test and Trace service.

We may share some of your personal data with third-party analytics platforms such as Google Analytics in order to improve the overall user experience. You can always opt-out from these cookies by visiting <http://tools.google.com/dlpage/gaoptout>

Whenever we instruct third-party companies to process your personal data on our behalf, we will enter into a data processing agreement to guarantee the same level of protection and confidentiality of your personal data. Crave will then continue to have ultimate responsibility for such processing operations.

### ***Personal data access, rectification, and erasure***

You have the right to access all personal data we collect about you, as well as to request that we rectify or erase your personal data. If you feel that we are processing your personal data without a valid legal basis or that we are processing personal data that are not relevant please

contact us. You can contact [info@crave-emenu.com](mailto:info@crave-emenu.com). Crave will respond to your request as soon as possible, and in any case no later than four weeks after receiving your request.

### ***Security***

Crave takes personal data protection very seriously and we therefore take appropriate measures to protect your personal data against misuse, loss, unauthorised access, unwanted disclosure, and unauthorised alteration. If you feel that your personal data are not adequately protected or there are indications of misuse, please contact us on: [info@crave-emenu.com](mailto:info@crave-emenu.com)

### ***Data Protection Authority***

Besides the option of lodging a complaint with us, you have the right to lodge a complaint with the relevant supervisory authority for the protection of personal data. To do so, contact the supervisory authority directly.

### ***Contact Details***

Head office address:  
Crave Interactive  
Derwent House  
Cranfield Technology Park  
Cranfield  
Bedfordshire  
MK43 0AZ  
United Kingdom Tel:  
+44 (0)330 403 0144  
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