

## PRIVACY NOTICE FOR MY ORDER APP

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**") 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 for a venue where food, drinks and/or merchandise is available to order (the "**Venue**"). Preoday acts as a data controller in their use of your personal data relating to the App, as described in this privacy notice.

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, 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, your preferences with regards to mobile orders.

As an alternative to providing your email address and date of birth, you can register using your choice of social media profile, including but not limited to, Facebook or Google+, from which Preoday will obtain information, including the information above – see also paragraph 4 below.

You will also be asked to set a password to give access to your account details.

#### 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 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. Visiting a Venue

The App 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 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 visits (including the food, drink and merchandise you chose, the Venue you visited 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.

### 2.4. Contacting Preoday

If you contact Preoday in relation to the App (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 for the Venue and data collected through the App 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 for:

- managing your payment of for an order;
- 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 by email.

## 4. Combining with data from other sources

Information collected using the App and relating to your visits to the Venue may be combined by Preoday with data from other sources as follows:

- if you log in to the App using your social media login, Preoday will collect additional information from your social media profile for analysis and statistical purposes (see paragraph 5 below). If you prefer not to do this, you can register and create a separate account for the App; and
- 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 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. If you have logged in using your social media login, Preoday may combine data collected from the App and the Venue with information from your social media profile for these purposes.

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, including:

- our service providers and professional advisers;
- governmental bodies and law enforcement authorities;
- any investor, lender, purchaser or (on terms of confidentiality) likely investor in, or purchaser of Preoday's business; and
- other third parties where required or permitted by law.

Preoday will never sell information that can be used to personally identify you to a third party.

## **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. Whilst Preoday is based in the UK, it and its service providers may have servers located overseas, where the laws may not give the same level of protection to personal data as within the UK. By submitting your personal data, you agree to allowing your personal data to be transferred, processed and stored overseas as set out in this paragraph.

## **9. Removal of your details**

You may request deletion of your account on the App at any time by sending an email to Preoday at [hello@preoday.com](mailto:hello@preoday.com).

However, Preoday may retain certain aspects of your account and other personal details for the purposes of maintaining records of their dealings with you, analysis and statistics.

Preoday may delete your account in accordance with clauses 5.3 and 8.2 of its terms of use, including in the circumstances where you breach its terms or have not used the Services for a substantial period of time.

## **10. Access to your details**

If you would like to access a copy of any personal data which Preoday hold about you, or if you wish to change your consent regarding marketing communications, please send a request by email or by post using the contact details in paragraph 11 below. An administration fee of £10 may be charged to access your details.

You have the right, in certain circumstances, to object to Preoday processing your personal data or to request that your personal data is corrected or deleted. Please contact us using the contact details in paragraph 11 below.

## **11. Queries**

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

Preoday Limited, c/o Lawrence Grant Chartered Accountants, 2nd Floor Hygeia House, 66 College Road, Harrow, Middlesex, HA1 1BE

Email: [hello@preoday.com](mailto:hello@preoday.com)