



Brasserie Family Privacy Policy

Last Updated August 2026

We value and respect the privacy of all our customers. This policy sets out the data processing practices carried out by us through the use of our systems and databases and ensures we meet all the requirements of the UK General Data Protection Regulation ("UK GDPR") and the Data Protection Act 2018 ("DPA 2018") when contacting you. If you have any requests regarding your personal information or any concerns regarding how we process your data please contact us at info@labrasserie.com.

Privacy Notice

This Privacy Notice outlines the types of personal data we may collect about you when you interact with us. It also explains how we store, handle and protect your data, and to ensure that you, as a customer of any of our restaurants, are fully informed of your rights.

The sections outlined below should answer any questions you may have. However if you do have further queries, please do contact us at:

Brasserie Family

42 Marylebone High St

London W1U 5HD

Email: info@labrasserie.com

Who is Brasserie Family?

We are the Brasserie Family Restaurant Group which consists of BFH (42) Limited, its subsidiaries and associated companies (which operate our other businesses and which are listed below). In this Privacy Notice they are all together referred to as the "Group".

- **BFH (42) Limited** (Company number: 15658049) trading as Brasserie Family, 42 Marylebone High St, London W1U 5HD
- **MHS (42) Limited** (Company number: 15698577) trading as La Brasserie, 42 Marylebone High St, London W1U 5HD
- **BNH (42) Limited** (Company number: 15698613) trading as Brasserie, 290 Westbourne Grove, London W11 2PS

This privacy notice is issued on behalf of the Brasserie Family (including all above mentioned entities) so when we mention Brasserie Family Restaurants, "we", "us" or "our" in this privacy notice, we are referring to the relevant company or companies in the Brasserie Family which is/are responsible for processing your data. We will let you know which entity will be the controller for your data when you purchase a product or service with us.

What Personal Data Do We Process?

We process personal data of our customers or visitors to our websites for a number of different purposes, which are explained below.

"Personal data", or "personal information", means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

Restaurant Reservations

The following personal information is required in order for us to make a reservation at our restaurants:

- Booking name
- Telephone number and/or email address
- Credit card details (for bookings over 8 people)

In order to provide exceptional customer service and to improve your dining experience, we may also collect and process additional personal information, including:

- Special occasions — birthdays (excluding year of birth), anniversaries and those of your guest(s)
- Seating preferences
- Allergies or food intolerances
- Food and beverage preferences
- Personal connections to other customers or staff
- General preferences and previous booking history
- Any publicly available information — e.g. job title, company, name of spouse, photograph
- Encrypted credit card information
- Mobility requirements

For online reservations at our restaurants, we use the third-party booking engine Sevenrooms Inc. and you will be directed to Sevenrooms when making a booking online. In order to provide the online booking service, your personal data will be collected, transferred to and processed by Sevenrooms, who process data as a data processor acting on our behalf under a data processing agreement. Please refer to the section "Who Do We Share Your Data With?" for more information.

Commerce and Retail

The following personal information is collected and processed by us in order to provide e-commerce services to you:

- Name
- Postal address and billing/delivery addresses (if different)
- Telephone number and email address
- Credit/Debit Card details
- Name of recipient and delivery details (if a gift)

This personal information may be shared with trusted third parties as data processors in order to carry out any necessary services for us, including shipping, fulfilment, and personalisation for a given order transaction.

How Do We Capture Your Personal Data?

Reservations, bookings and orders at any of our restaurants can be made in the following ways:

- Online
- Phone

- Email
- In person
- Via a third party (person or company), such as a booking agency
- Through social media — if you choose to interact with us

Personal data which is collected is then stored by us and processed in the corresponding business system in order for us to be able to provide the relevant goods and services to you.

We may also collect and process publicly available information that we believe could be relevant to your reservations, bookings, orders or other interactions with us. We typically use search engines like Google or Social Media (e.g. LinkedIn or Instagram) to collect this information. In these circumstances, your personal information may be said to have been passively collected (that is, gathered without you actively providing the information).

We do not knowingly collect personal information from children under age 13. If we learn that we have collected personal information from a child under age 13 without parental consent, we will take steps to delete that personal information as soon as possible.

What Is Your Personal Data Used For?

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

Business Services

We use the personal data you have provided us in order to:

- Confirm, amend, cancel and tailor-make bookings, appointments and/or orders you have placed
- Communicate with you in regards to future or past bookings and/or orders you have placed
- Provide exceptional customer service and to improve you and your guests' experiences at our restaurants

Marketing and Communications

As our customer, at the time of making a reservation or order, we would like to send you marketing communications from time to time to inform you about our restaurants, offers and products, including new openings, developments, events and partnerships, in the form of email newsletters.

You may opt out of these marketing communications at the point the information is collected by us, in the form of an email sign-up, via our website or in person in one of our locations. You may also unsubscribe at any time by clicking on the unsubscribe link in each communication, or by emailing us at info@labrasserie.com.

Photography, Filming and Promotional Content

We sometimes film, photograph and create promotional content at our restaurants. This may include images or footage in which customers, guests or visitors appear as part of the general atmosphere of the restaurant.

We share promotional content on our social media channels, including:

- **Instagram** — operated by Meta Platforms Inc., a US company. Images and content posted to Instagram are subject to Meta's own privacy policy and terms of use.

- **TikTok** — operated by TikTok Ltd / ByteDance, a company with operations internationally. Content posted to TikTok is subject to TikTok's own privacy policy and terms of use.

Meta Platforms Inc. and TikTok Ltd each act as independent data controllers in respect of content published on their platforms. We encourage you to review their respective privacy policies if you have questions about how they handle your data once content is posted.

Your Right to Opt Out

We will never photograph or film an individual customer intentionally without first making them aware. We aim to ensure that any images used do not identify customers without their knowledge.

If you would prefer not to be included in any photography, filming or promotional content, please let a member of our team know at any time and we will ensure you are not captured in any content intended for publication.

If you believe you appear in content we have already published and you would like it removed, please contact us at info@labrasserie.com and we will remove the relevant content as promptly as reasonably practicable.

Legal Basis

We process personal data in this context on the basis of our legitimate interests in promoting our restaurants and showcasing the dining experience we offer (UK GDPR Article 6(1)(f)). We consider that this processing does not override your interests, rights or freedoms, given the general and atmospheric nature of the content, the prominence of our opt-out mechanism, and the ability to request removal of any published image at any time.

Where an individual is the clear and intended subject of promotional photography (for example, a portrait or a tagged post), we will seek your explicit consent before publication.

Who Do We Share Your Data With?

We work with a number of trusted and contracted third parties in order to be able to provide our goods and services to you. We do not share or sell your data to third parties for marketing purposes or for any purposes other than those explained in this Privacy Notice, without your prior consent. We do not purchase personal data from third parties.

We may transfer your personal data to the following third parties, who we have contracts with, for them to process your data as our data processors:

- **Microsoft Ireland Operations Limited** — provider of Microsoft 365 cloud services including Outlook (used for customer correspondence) and SharePoint. Registered in Dublin, Ireland.
- **Marketman** — a hospitality management solution service which helps us procure from our suppliers.
- **Sevenrooms Inc.** — an online reservations company that enables us to take, confirm and manage restaurant bookings.
- **HM Revenue & Customs, regulators and other authorities** — acting as processors or joint controllers, based in the UK, who require data for tax and regulatory purposes.
- **Workforce Software LLC** — a workforce management system used to compile rotas and record working patterns and times.
- **Squareup Pte Ltd** — a point of sale system that enables us to process restaurant orders, create menus and build menu engineering data and merchant service provider who process our restaurant's credit card payments.
- **The Rocket Science Group t/a Mailchimp** — a US company which helps us distribute our communications to our customer database.
- **Brevo SAS** (formerly Sendinblue) — a French marketing platform providing email marketing, SMS and marketing automation services. Registered in Paris, France (Paris Trade and Companies Register no. 498 019 298).

- **Professional advisers** — acting as processors or joint controllers, including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
- **XERO Limited** — cloud-based accounting software.
- **Wix** — a website design platform which we use to build our websites.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third party service providers to use your personal data for their own purposes and only permit them to process your data for specified purposes and in accordance with our instructions.

International Transfers

Some of our external service providers are based outside the United Kingdom so their processing of your personal data may involve a transfer of data outside the UK. Whenever we transfer your personal data outside the UK, we ensure a similar degree of protection is afforded to it by ensuring that at least one of the following safeguards is in place:

- We use UK adequacy regulations in respect of countries that the UK has determined provide an adequate level of data protection.
- Where we use providers based in the United States, we may rely on the UK-US Data Bridge (in force October 2023), where applicable, or on International Data Transfer Agreements (IDTAs) or Standard Contractual Clauses with the UK Addendum, which ensure personal data is given equivalent protection to that provided under UK law.
- Where we use certain service providers in other countries, we use International Data Transfer Agreements (IDTAs) or other appropriate transfer mechanisms approved under UK GDPR Chapter V.

In the event of a merger, acquisition, or any sale of some or all of our businesses or assets, personal information held by us about our customers will be among the assets shared with and transferred to the buyer or merged business, who will use your personal data in the same way as set out in this Privacy Notice.

How Do We Protect Your Personal Data?

The security of your data is equally as important to us as it is to you. With this in mind we will treat your data with the utmost care and take all necessary steps to protect it. Our websites use encrypted 'https' technology and access to your personal data is password protected. Sensitive data (such as payment card information) is secured by SSL encryption and tokenisation. We carry out vulnerability assessments and penetration testing to identify ways to further strengthen our information security.

How Long Do We Keep Your Personal Data?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances you can ask us to delete your data (see "Your Rights" below) and in some circumstances we may anonymise your personal data for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

Your Rights

As a customer of Brasserie Family Restaurants, you have the following rights under UK GDPR in relation to your personal data. We try to respond to all legitimate requests within one calendar month.

Right of Access

You may request access to the data we hold on you, which is usually free of charge. We may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive.

Right to Rectification

You may have your data corrected if it is incomplete or incorrect. Please keep us informed if your personal data changes during your relationship with us.

Right to Restrict Processing

You may ask us to suspend the processing of your personal data in certain circumstances — for example, if you wish to establish the accuracy of the data, or where our use of the data is unlawful but you do not want us to erase it.

Right to Withdraw Consent

Where we rely on consent as our legal basis, you may withdraw that consent at any time. This will not affect the lawfulness of any processing carried out before you withdraw your consent.

Right to Object

You may object to processing of your personal data where we are relying on a legitimate interest and there is something about your particular situation which makes you want to object. You also have the right to object to processing for direct marketing purposes.

Right to Erasure

You may request that we delete or remove personal data where there is no good reason for us continuing to process it, or where you have successfully exercised your right to object. Note that we may not always be able to comply with your request of erasure for specific legal reasons.

Right to Data Portability

You may request the transfer of your personal data to you or to a third party in a structured, commonly used, machine-readable format. This right applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Right to Complain

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues: www.ico.org.uk. We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Candidates, Current and Former Employees

If you are a candidate for employment, a current employee or a former employee of any Brasserie Family entity, please refer to our separate **Employee Privacy Notice**, which sets out in full how we collect, use and protect personal data in an employment and recruitment context. The Employee Privacy Notice is available on request by emailing alberto@brasseriefamily.com and is provided to all candidates and employees at the commencement of our relationship with them.

This customer Privacy Policy does not apply to the processing of personal data in an employment context.

Legal Obligations

There may be certain circumstances in which we have a legal obligation, above and beyond UK GDPR, to share your data with the police or relevant regulatory, government or legal enforcement bodies. These circumstances include:

- Business restructuring — where we expand, reduce or sell the whole or parts of the business, involving a transfer of ownership; your personal data will be transferred to the new owner under the terms of this Privacy Notice.

- CCTV recording for the protection and wellbeing of our customers and employees.
- Personal identification document checking for employment purposes.
- Transaction information for financial auditing purposes.
- Prevention of fraudulent activity in our premises or within our systems.

Cookies

We use cookies on our site in order to preserve the information stored as you add items to your order, to maintain your order history and to measure site activity, so we can identify which pages are visited most frequently. You can set your browser to stop cookies or to let you know when cookies are being sent; however this will disable certain functions of the site.

Third Party Links

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

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