Privacy Policy

Effective Date: 10/02/2025

Zzetta Soul Fired Pizza is committed to respecting and protecting your personal data. The following policy outlines the general processes we go through once you provide your data. Please read carefully to understand the practice and guidelines in place to ensure we keep your data secure and inform you of what we do with your data.

Photography and Video

Zzetta Soul Fired Pizza reserves the right to take photos and videos within its venues at all times. These images will be used by us to share positive promotional news about our events and experiences across all digital channels of communication and the occasional internal memorandum. Images may also be used in press releases, printed publicity, and published on our websites globally. All images are stored securely on our server. If you would prefer for you or your child not to be photographed or filmed, please email us at **info@zzetta.co.uk** and ask for a member of the Marketing team.

What Data We Collect

As soon as you visit our website, our web server will automatically record an anonymous profile of which website you visited us from, pages you have visited and in what sequence, and the date and length of your visit. This data is aggregate and does not identify you specifically. We do store personal identifiable data when you voluntarily submit your information through our booking forms, last-minute booking forms, guest list sign-up forms, newsletter sign-up forms, and purchase items through our online retail shop. This data includes any information that identifies you, such as first and last name, email address, telephone number, company name, and payment details. We may also collect additional information such as interests, preferences, transactional information, and demographics (e.g. age, gender, and income information).

Our Cookies Policy

We and other third-party service providers and partners may send your computer "cookies" to enhance your online experience. Cookies are coded files that can classify you as a unique user and store your personal preferences, which allow us to see which pages you have visited and in what order. We use cookies to personalize your visit to the website, monitor traffic on the website, and track user trends, patterns, and selections for authorized download and for technical reasons connected with your use of our site. Cookies can be permanent and remain on your computer until you delete them or temporary, in which they are cleared once you close your browser. We may also use "web beacons" that monitor your use of our sites. Web beacons (or web bugs) are small strings of code that deliver a graphic image on a web page for transferring data, such as the IP (Internet Protocol) address of the computer that downloaded

the page, the URL (Uniform Resource Locator) of the page, the time the page containing the web beacon was viewed, the types of browsers that fetched the web beacon, and the identification number of any cookie on the computer previously placed by that server.

When corresponding with you via HTML-capable email, web beacons let us know whether you received and opened our email. On their own, cookies or web beacons do not contain or reveal any personal data. However, if you choose to provide us with personal data, it can be linked to the anonymous data stored in the cookies and/or web beacons. Most browsers are initially set to accept cookies, and you will be prompted as soon as you visit the website on cookies being used. However, if you prefer, you may adjust your browser to reject cookies from us or from any other website. Additionally, by setting your web browser to display HTML emails as text only, you may be able to prevent the use of some web beacons. However, please note that certain areas of our sites can only be accessed in conjunction with cookies or similar devices.

We use the following categories of cookies for our website:

1. **Strictly Necessary Cookies** – These cookies are essential in order to enable you to move around our websites and use its features. The information collected by these cookies relates to the operation of our website, for example, website scripting language and security tokens to maintain secure areas of our website.

2. **Performance Cookies** – These cookies collect anonymous information about how you use our website, for example, which pages you visit most often, whether you receive any error messages, and how you arrived at our website. Information collected by these cookies is used only to improve your use of our website and never to identify you. These cookies are sometimes placed by third-party providers of web traffic analysis services, such as Google Analytics.

3. **Functionality Cookies** – These cookies remember choices you make, for example, the country you visit our website from, your language, and any changes you have made to text size or other parts of web pages that you can customize, to improve your experience of our website and to make your visits more tailored and enjoyable. The information these cookies collect may be anonymized and cannot be used to track your browsing activity on other websites.

4. **Targeting or Advertising Cookies** – These cookies collect information about your browsing habits in order to make advertising more relevant to you and your interests. They are also used to limit the number of times you see an advert, as well as help measure the effectiveness of an advertising campaign. The cookies are usually placed by third-party advertising networks. They remember the websites you visit, and that information is shared with other parties such as advertisers.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have

no control. These cookies are likely to be analytical/performance cookies or targeting cookies. We use Google Analytics. For information on how Google processes and collects your information in regard to this product and how you can opt-out, please see here. We also use Google AdSense and a Facebook Pixel to publish adverts. When you view or click on an advert, a cookie will be set to help better provide advertisements that may be of interest to you on this and other websites. You may opt-out of the use of this cookie by visiting Google's & Facebook's advertising and privacy pages. For more information on managing cookies, please go to www.allaboutcookies.org or visit www.youronlinechoices.com, which has further information about behavioral advertising and online privacy. You may disable cookie support on your browser, but be aware that by doing so, you will lose certain features that require a cookie to work properly.

We may use the information collected by the cookie to provide us with various statistics without identifying any individual.

How We Will Use Your Personal Data

When you use the website, we may collect and process information about you. Where you can be identified from this information (directly or indirectly), it will comprise your "personal information" and must be treated with additional care. Some data is automatically collected when you visit our website. We may automatically collect the following information:

- Technical information, including IP address, login information, browser type and version, time zone setting, browser plug-in types and versions, operating system, platform, device type, hardware model, MAC address, unique device identifiers, and mobile network information.

- Information about your visit, including the full URL clickstream to, through, and from our website (including date and time).

- Information about your network, such as information about devices, nodes, configurations, connection speeds, and network and application performance and location information from Wi-Fi access points.

- Pages you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.

- Information about your previous visits to the website.

Some data is volunteered by you. You may provide us with your information in a number of ways, including:

- Completing forms on the website (such as "Contact Us" or "Group Bookings" forms).

- Corresponding with us by email, phone, or otherwise.

- Subscribing to email updates, newsletters, or other subscriptions and features made available on the website from time to time.

- Using the provided Wi-Fi in one of our restaurants.

- Reporting a problem or requesting support for the website.

- Communicating with us through third-party social media websites or applications (e.g., Twitter, Facebook, Instagram).

- Participating in our contests, promotions, sweepstakes, and surveys on the website.

The information we collect includes your name, postal address, email address, telephone number, date of birth, gender, social media account details (such as Facebook and Twitter), and any other information you provide on registration, placing an order, and through other means on the website. If you are ordering a takeaway from one of our restaurants, you may also provide us with your credit or debit card number and expiry date. We will not store this information, which will instead be processed and stored by our payment providers in accordance with their privacy policies.

We collect your data to enable us to:

- Provide a better user experience on our website.

- Send you content that would be of interest to you through newsletters.

- Carry out promotional activities and build stronger marketing campaigns based on customer needs.

- Improve our service through reservations and sales, addressing inquiries or queries, and managing bookings.

- Provide customer service by understanding and appreciating our repeat customers.

Will We Use Your Personal Data for Marketing Purposes?

Once we receive your data voluntarily, we will use your personal data for purposes of:

1. Email marketing for sharing information on new products, events, and venue openings related to Zzetta Soul Fired Pizza.

2. Customer relationship management for sales and marketing to provide customer service.

3. Personalized marketing for a customized experience within the restaurant.

We will always ask for your permission to contact you via email or other communication platforms. If you wish to stop receiving marketing content, you may request to unsubscribe at any time.

Data Security

We take appropriate measures to ensure the security of your personal data and prevent unauthorized access, disclosure, alteration, or destruction of your personal data. However, while we strive to protect your personal data, no method of transmission over the internet or electronic storage is 100% secure. Therefore, we cannot guarantee the absolute security of your personal data.

Access to Your Data

If you wish to access, amend, or delete your personal data, you may contact us via email at **info@zzetta.co.uk**. You may also request that we stop processing your data at any time.

Changes to This Privacy Policy

We may update this privacy policy from time to time. The most current version will always be available on our website.

Contact Us

If you have any questions or concerns regarding this privacy policy or wish to exercise your rights, please contact us at:

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02039047074
info@zzetta.co.uk