

DATA PRIVACY POLICY FOR LOYALTY PROGRAM

This Privacy Policy applies to Black Rock Bar & Grill (or "We") processing of your personal data including name and contact information in order to send you information, updates, offers, promotions, invitations and news for our loyalty programs via email.

This document describes how we collect and treat your personal information collected through our offline and online channels (in our receptions and/or other digital channels, such as Black Rock Bra & Grill website).

Black Rock Bar & Grill and its group affiliates respect your privacy and confidentiality. We will always strive to comply with applicable data protection legislation.

MARKETING, PROFILING AND LOYALTY PROGRAM

By signing up for our loyalty programs, you consent to our processing of the following personal information on you: name, email and postal code for the loyalty program, for the purpose of analyzing which products and services you may be interested in so that we can send relevant and targeted offers, discounts, updates on Black Rock Bar & Grill and marketing materials to you by email based on such an analysis.

In connection with the above, we process the following types of personal data: [your name, email address and postal code].

We will retain your purchase history and use details of the products you have previously purchased to make suggestions to you for other products which we believe you will also be interested in.

Also, we collect and process personal data on you (including: name, email and postal code), if you enroll in one of our loyalty or marketing programs. We process the personal data on how and how often you use our loyalty program. We process this information in order to create loyalty and create benefits for you by choosing us.

You can withdraw your consent to the above processing, including to receive our marketing emails or such, at any time by following the procedure provided with the loyalty program communication.. Your withdrawal of your consent will not affect the lawfulness of our processing prior to the withdrawal.

STATISTICS

We transfer the following personal data to statistics: name and email. This processing is carried out in order for us to improve our products and services, assess our general performance and to develop new products and services, special offers and other business-related initiatives.

CATEGORIES OF RECIPIENTS

We will not sell or disclose Guests, Customers or Visitors personal data to third party, persons or businesses.

We will share your personal data if required by law and official authorities or to protect ourselves and other customers. For example, if your personal data is required in court or based on fraud investigation.

RETENTION OF YOUR PERSONAL DATA

Your personal information will be retained for as long as is necessary to carry out the purposes set out in this privacy policy (unless a longer retention period is required by applicable law).

SECURITY MEASURES

Access to Personal Data is restricted to authorized personnel who have a legitimate business purpose for accessing and processing your Personal Data.