

WHITE LION WRIGHTINGTON, PRIVACY POLICY

White Lion, Wrightington Privacy Policy

Effective Date: 26/01/2026

White Lion, Wrightington (“we”, “us” or “our”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose and protect your personal information when you visit our website at www.thewhitelionwrightington.co.uk (the “Site”), interact with us at our pub or participate in any loyalty scheme.

Information We Collect

We collect personal information from you in a variety of ways, including:

- **Information You Provide Directly to Us:**
 - **Contact Information:** Name, email address, phone number and postal address.
 - **Birthday:** For special birthday offers if you choose to share it.
 - **Dietary Restrictions:** For personalised dining experiences.
 - **Reservations and Orders:** Details necessary to process and manage reservations and orders.
 - **Loyalty Scheme Participation:** Information you provide when signing up to any loyalty scheme we may offer
- **Information We Collect Automatically:**
 - **Device and Usage Information:** IP address, browser type, operating system, referring URL, pages visited and time spent on the Site.
 - **Location Information:** Collected through cookies or other technologies.
 - **Predicted Demographics:** Predicted location, age and gender provided by Mailchimp based on IP address.
- **Information We Record:**
 - **Guest Experience Notes:** Notes recorded by our managers about your dining experience to enhance future visits.

How We Use Your Information

We use the information we collect for a variety of purposes, including:

- **To Provide and Improve Our Services:** Processing reservations, fulfilling orders and responding to enquiries.
- **Loyalty Scheme Management:** Includes sending monthly offers and birthday specials to those who opt-in.
- **Marketing Communications:** Sending newsletters and promotional offers if you have consented to receive them. You can opt out at any time.
- **Personalisation:** Remembering your preferences and past orders to enhance your experience.
- **Analytics:** Analysing trends and usage of our Site to improve functionality and user experience.
- **Guest Experience Improvement:** Using recorded notes to tailor and enhance your dining experiences.
- **Compliance:** Meeting legal and regulatory requirements.

Legal Basis for Processing Your Data

Under the General Data Protection Regulation (GDPR), we must have a lawful basis to process your personal data. The lawful bases we rely on include:

- **Consent:** When you have given clear consent for us to process your personal data for a specific purpose, such as subscribing to our newsletters or joining any loyalty scheme we may offer.
- **Contract:** When processing is necessary for a contract we have with you or because you have asked us to take specific steps before entering into a contract, such as making reservations or fulfilling orders.
- **Legal Obligation:** When processing is necessary for us to comply with the law.
- **Legitimate Interests:** When processing is necessary for our legitimate interests or the legitimate interests of a third party, provided your rights and interests do not override those interests. This includes personalising your experience, improving our services and recording guest experience notes.

Cookies Policy

Our Site uses cookies and similar technologies to collect information about how our Site is used. Cookies are small text files placed on your device to track usage and preferences.

- **Strictly Necessary Cookies:** Essential for the operation of our website.
- **Performance Cookies:** Help us understand how visitors use our Site, enabling us to improve its functionality.
- **Session Cookies:** Remember your preferences and past actions.
- **Targeting Cookies:** Track your browsing habits to show relevant advertisements.

You can manage cookies through your browser settings. For more information, visit www.allaboutcookies.org.

Disclosure of Your Information

Sharing with Third Parties:

We may share your personal information with third-party service providers who assist us in operating our business and providing services to you. These third parties are contractually obligated to keep your information confidential and secure.

- **ResDiary:** For managing online reservations. Review OpenTable's privacy policy [here](#).
- **DOJO:** For payment processing purposes. Review Dojo's privacy policy [here](#).
- **Stripe:** For payment processing purposes. Review Stripe's privacy policy [here](#).

Legal Requirements:

We may disclose your personal information if required by law or to protect the rights, property or safety of The White Lion, Wrightington, our customers or others.

Your Rights

Under GDPR, you have the following rights regarding your personal information:

- **Right to Access:** You have the right to request access to the personal data we hold about you.
- **Right to Rectification:** You have the right to request the correction of inaccurate or incomplete personal data.
- **Right to Erasure:** You have the right to request the deletion of your personal data in certain circumstances.
- **Right to Restrict Processing:** You have the right to request the restriction of processing of your personal data in certain circumstances.

- **Right to Data Portability:** You have the right to request that we transfer the personal data you gave us to another organisation or to you, in certain circumstances.
- **Right to Object:** You have the right to object to the processing of your personal data in certain circumstances.
- **Right to Withdraw Consent:** If we are relying on your consent to process your personal data, you have the right to withdraw your consent at any time.

To exercise any of these rights, please contact us using the information below.

Data Retention

We retain your personal information for as long as necessary to fulfil the purposes for which it was collected, unless a longer retention period is required or permitted by law. Consented marketing data is retained for up to 2 years after the last recorded transaction. Guest Experience Notes are retained for a maximum of 2 years from the date of your last visit.

Security

We take reasonable steps to protect your personal information from unauthorised access, disclosure, alteration or destruction, including using firewalls, access controls and encryption. However, no internet transmission is completely secure and we cannot guarantee the security of your information.

Children's Privacy

Our Site and services are not directed to children under the age of 13. We do not knowingly collect personal information from children under 13.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page and we encourage you to review this Policy periodically.

Contact Us

If you have any questions about this Privacy Policy, please contact us by email at office@thewhitelionwrightington.co.uk or by mail at:

The White Lion

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