

Privacy Policy

Privacy Policy – Amazing Grace Canary Wharf

Last updated: 02/10/2025

Amazing Grace Canary Wharf (“we”, “our”, “us”) is committed to protecting your privacy. This policy explains how we collect, use, and safeguard your personal data when you visit our premises, use our website, interact with us on social media, or participate in our marketing activities.

We comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and all applicable privacy laws.

1. Information We Collect

We may collect and process the following information:

1. a) Information you provide to us directly

Name, email address, phone number

Date of birth (for age verification)

Postal address (if relevant for events or promotions)

Payment details (if booking or purchasing online)

Preferences and interests (e.g. favourite drinks, event types)

Any messages, feedback, or enquiries you send us

1. b) Information we collect automatically

Your IP address, browser type, and device information when you visit our website

Information about your interactions with our emails, ads, and social media posts

Cookies and tracking data (see Section 7)

1. c) Information from third parties

Social media platforms (when you engage with our accounts)

Marketing partners or booking platforms

1. How We Use Your Information

We use your data for purposes including:

Providing our services – managing bookings, events, and customer enquiries

Legal compliance – verifying age, preventing fraud, and maintaining health & safety records

Marketing and promotions – sending you news, offers, and event details (by email, SMS, or targeted online ads)

Advertising – showing you relevant ads on platforms such as Facebook, Instagram, Google, or other channels, based on your interactions with us

Improving our business – analysing website use, customer trends, and feedback

We will only send you marketing communications with your consent or where we have a legitimate interest in doing so, in line with UK privacy laws. You can opt out at any time (see Section 9).

1. Lawful Bases for Processing

We process your personal data under the following lawful bases:

Consent – for marketing emails, SMS, and certain cookies

Contract – to provide goods/services you request

Legal obligation – for record-keeping, age verification, and safety requirements

Legitimate interests – to promote and grow our business through targeted advertising and offers

1. Data Sharing

We may share your information with:

Trusted service providers (e.g. booking systems, payment processors, email marketing platforms, advertising platforms)

Analytics and advertising partners (e.g. Google Ads, Meta [Facebook/Instagram], TikTok) for targeted marketing

Law enforcement or regulatory authorities if required by law

We require all third parties to keep your data secure and use it only for agreed purposes.

1. Data Retention

We keep your personal data only as long as necessary for the purposes we collected it.

Marketing data – retained until you opt out

Booking and transaction data – retained for up to 7 years for legal and tax purposes

CCTV footage – retained for a limited period in line with our security policy

1. International Transfers

Some of our service providers may store or process your data outside the UK. Where this occurs, we ensure appropriate safeguards are in place (e.g. UK-approved standard contractual clauses).

1. Cookies & Tracking Technologies

We use cookies and similar technologies to:

Improve our website functionality

Analyse how visitors use our site

Personalise ads on social media and other platforms

You can manage or disable cookies through your browser settings. Our Cookie Policy provides further details.

1. Your Rights

You have the right to:

Access the personal data we hold about you

Correct inaccurate information

Request deletion of your data

Restrict or object to certain processing, including direct marketing

Withdraw consent at any time