

Privacy Notice for HIC Café – Ground Up

Last Updated: 27 March 2025

Ground Up, are committed to protecting and respecting your privacy. This Privacy Notice explains how we collect, use, disclose, and protect your personal information when you visit our café, interact with our services, or make payments using Square Payment technology.

1. Information We Collect

When you visit our café or use Square Payment technology to make a purchase, we may collect the following types of personal information:

- **Personal Identification Information:**
Potentially your name, email address, phone number, and any other information you provide during the transaction. This will be with your consent. This information is not necessarily required in order to transact, but will be given the option to provide it in order to receive an e-receipt of your transaction.
- **Payment Information:**
Credit card numbers and other financial data, which are processed securely by Square and not stored by us.
- **Transaction Information:**
Details of your purchases, including order history.
- **Device Information:**
No data collected.

2. Purpose of Processing Your Data

We use your personal information for the following purposes:

- **Processing Payments:** To complete transactions and process payments through Square.
- **Customer Service:** To communicate with you regarding your orders, inquiries, or feedback.
- **Marketing Communications:** If you enter your details in to the Square system, we may send you offers, promotions, and newsletters about any offers or service you may be interested in, (you can opt-out at any time). (This will only be possible where you provide us with a contact email address etc. This is not an activity we are undertaking currently, but may do so in the future.)
- **Improving Our Services:** To analyse data and improve our offerings, menus, and customer experience etc.

3. Legal Basis for Processing

We will process your personal information based on the following legal grounds:

- **Contractual Necessity:** To fulfil our contractual obligations to you when you make a purchase.
- **Consent:** With your consent for any possible marketing communications.
- **Legitimate Interests:** To improve our services and understand our customers better.
- **Legal Obligation:** - Tax records etc.

4. Sharing Your Information

We do not sell your personal information to any third parties. However, we may share your information with:

- **Square:** To process payments securely. For more information on how Square handles your data, please refer to their [Privacy Policy](#).
- **Service Providers:** Any third parties that assist us in operating our café, conducting our business, or servicing you (e.g., IT service providers (website)) under required formal data protection agreements.
- **Legal Obligation:** Only where we would be obliged to do so by law.

5. International Data Transfers

Your personal information may be transferred to and processed in countries outside the European Economic Area (EEA). When we do so, we ensure adequate safeguards are in place, consistent with UKGDPR requirements, to protect your data. This will generally be under the use of standard contractual clauses and International Data Transfer Agreements etc.

6. Data Retention

We will retain your personal information only for as long as necessary to fulfil the purposes for which we collected it and as required by law.

7. Your Rights

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

- **Right to Access:** You can request access to the personal data we hold about you.
- **Right to Rectification:** You can request that we correct any inaccuracies in your personal data.
- **Right to Erasure:** You can ask us to delete your personal data if there are no legitimate reasons for us to continue processing it.
- **Right to Restrict Processing:** You can request that we restrict the processing of your personal data.
- **Right to Data Portability:** You can request to receive your personal information in a structured, commonly used, and machine-readable format.
- **Right to Withdraw Consent:** If you have provided your consent for processing, you have the right to withdraw that consent at any time.

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

FOI@harborough.gov.uk or hic@harborough.gov.uk

8. Security of Your Information

We take appropriate technical and organisational measures to protect your personal information from unauthorized access, loss, destruction, or alteration.

9. Changes to This Privacy Notice

We may update this Privacy Notice from time to time. Any changes will be posted on our website, and we encourage you to review this notice periodically for the latest information on our privacy practices.

10. Contact Us

If you have any questions, concerns, or requests related to this Privacy Notice or your personal information, please contact us at:

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