- Correspondence: Information shared when contacting us by email, telephone, social media or through our website.

We only collect information that is necessary for the purposes outlined in this policy.

Where information relates to allergies, health or other sensitive matters, we take additional care in how it is processed.

4. How We Use Your Information

We use your personal information to:

- Manage reservations and provide our dining services.
- Confirm, amend or cancel bookings.
- Respond to enquiries, requests and feedback.
- Manage gift voucher purchases and redemptions.
- Record guest preferences to improve future visits.
- Communicate important information about your reservation.
- Send marketing communications where permitted.
- Improve our website, services and guest experience.
- Meet legal, regulatory and accounting obligations.
- Maintain the security of our premises, systems and services.

We may also use anonymised information to understand guest behaviour and improve our business operations.

5. Our Legal Basis for Processing Your Information

Under UK GDPR, we rely on the following legal bases when processing personal information:

Contractual necessity: Where information is required to manage reservations, purchases or other services you request.

Legitimate interests: Where processing is necessary to operate and improve our business, maintain guest relationships and provide efficient services, provided those interests are not overridden by your rights.

Consent: Where you have agreed to receive marketing communications or permitted optional cookies.

Legal obligations: Where we must retain or disclose information to comply with applicable laws.

Where we process special category information, such as health-related dietary requirements, we will identify and rely on an appropriate additional legal condition.

6. Reservations & Guest Information

When you make a reservation at OXO Tower Restaurant, Brasserie & Bar, we may collect your name, contact details and relevant booking preferences.

We use SevenRooms as our reservation and guest management platform.

Information collected through reservations may be used to:

- Confirm and manage bookings.
- Send reservation reminders and updates.
- Record dining preferences and special occasions.
- Improve your experience during future visits.
- Manage cancellations and guest enquiries.

Guest information may be accessible to authorised members of our restaurant and reservations teams.

7. Marketing Communications

We may send you information about upcoming events, seasonal menus, dining experiences, special offers and other news from OXO Tower Restaurant, Brasserie & Bar.

We will only send electronic marketing communications where we have the appropriate consent or another lawful basis permitted under applicable marketing regulations.

You can unsubscribe from marketing emails at any time using the unsubscribe link included in our communications.

You may also contact us directly to update your marketing preferences.

8. Sharing Your Information

We do not sell your personal information.

We may share information with trusted third-party providers where necessary to deliver our services.

These may include:

- Reservation and guest management platforms, including SevenRooms.
- Gift voucher and payment processing providers.
- Email marketing and communication platforms.
- Website hosting and technical support providers.
- Analytics and website performance services.
- Professional advisers and regulatory authorities where required.

Where third parties process personal information on our behalf, we require appropriate contractual and security safeguards.

Where personal data is transferred outside the UK, we ensure appropriate safeguards are in place as required by applicable data protection legislation.