



PRIVACY POLICY

The Mad Brewer Pub Company Ltd

Last updated: September 2026

About This Privacy Policy

This Privacy Policy explains how The Mad Brewer Pub Company Ltd ("we", "us" or "our") collects, uses and protects personal information when you visit our website, contact us or otherwise interact with us.

We are committed to handling personal information responsibly and in accordance with applicable UK data protection law, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Information We May Collect

Depending on how you interact with us, we may collect information such as your name, email address, telephone number and any information you choose to provide when contacting us.

We may also receive limited technical information when you use our website, such as your browser type, device information, IP address and information about how the website is accessed or used, where this is collected by the technologies used on the site.

How We Collect Your Information

We may collect personal information directly from you when you contact us by email, telephone or through our website. Information may also be collected automatically through cookies and similar technologies where applicable.

Please see our separate Cookie Policy for more information about the use of cookies and similar technologies.

How We Use Personal Information

We may use personal information to respond to enquiries, provide information you have requested, communicate with customers and visitors, operate and improve our website, maintain website security, manage our business and comply with legal or regulatory obligations.

Our Lawful Bases

Under UK data protection law, we must have a lawful basis for processing personal information. Depending on the circumstances, we may rely on:

Legitimate interests - where processing is necessary for the reasonable operation and administration of our business and does not override your rights and interests.

Contract - where processing is necessary to take steps at your request before entering into a contract or to fulfil a contract with you.

Legal obligation - where we need to process information to comply with the law.

Consent - where you have given us clear permission for a particular use of your personal information. Where we rely on consent, you can withdraw it at any time.

Sharing Your Information

We do not sell your personal information.

We may share personal information with trusted service providers where this is necessary to operate our website or business, such as website hosting, IT support or other professional service providers. We may also disclose information where required by law or where necessary to establish, exercise or defend legal rights.

Where third parties process personal information on our behalf, we expect them to handle it securely and only for the purposes for which it has been provided.

Third-Party Services and Links

Our website may contain links to third-party websites or use third-party services, such as Google Maps. These organisations may process information under their own privacy policies.

We are not responsible for the privacy practices of external websites and recommend reviewing their privacy information when you follow an external link or use a third-party service.

How Long We Keep Personal Information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, including to respond to enquiries, maintain appropriate business records and meet legal, accounting or regulatory requirements.

Retention periods may vary depending on the type of information and the reason it is being processed.

Keeping Your Information Secure

We take reasonable organisational and technical measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure. However, no internet-based system can be guaranteed to be completely secure.

Your Data Protection Rights

Depending on the circumstances, UK data protection law gives you rights over your personal information. These may include the right to request access to your information, ask us to correct inaccurate information, request deletion, restrict or object to certain processing, and request transfer of information in certain circumstances.

Where processing is based on consent, you also have the right to withdraw that consent.

Not every right applies in every situation. If you make a request, we may need to verify your identity before responding.

How to Exercise Your Rights

To ask a question about your personal information or exercise a data protection right, please contact us at:

Email: info@madbrewerpubcompany.co.uk

Website: <https://madbrewerpubcompany.co.uk/>

Complaints

If you have concerns about how we handle your personal information, please contact us first so that we can try to resolve the matter.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's independent data protection regulator. Information about making a complaint is available from the ICO at **www.ico.org.uk**.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our website, business practices or legal requirements. The latest version will be made available through our website.

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