

Last updated: [24/05/18]

TACO BELL – Wi-Fi CUSTOMER PRIVACY NOTICE

Transparency is important to us. We want you to understand how we use personal data to run our website, show you relevant ads and serve you in our stores. It's also why we want you to know the rights you have over your personal data –to ask us for a copy of your data, to object to our use of it, and, occasionally, to ask us to delete it.

SCOPE OF THIS NOTICE?

Us. We're Cooperatief Urban Bell, U.A. – but in this Notice we call ourselves "we", "us" or "Taco Bell". We are responsible (the *data controller* in technical lingo) for our website. This Notice describes how we use your data to do this.

This notice sets out what we do with the data collected via the in-store Wi-Fi that you may use.

Not our franchisees. Our stores are run by franchisees, who are independent business owners and therefore independent *data controllers* (yep, technical terms again). As a result, each franchisee is responsible for its own data protection compliance. If you would like to talk to any of our franchisees about their privacy practices, please contact that them directly.

WHAT DATA DO WE COLLECT AND HOW DO WE USE IT?

If you use our Wi-Fi, we obtain information you use to sign up for the services and connection information, such as your contact details, together with the date, time and location that you accessed the Wi-Fi. We use this limited information for our legitimate interests of better understanding patterns in the traffic to our stores and the preferences of our customers.

We only use this information to understand broader trends, for business planning, and we do not receive any information about the websites you browse, the apps you use or any of your communications. For this reason, our interests are not outweighed by your data protection rights.

WHO DOES TACO BELL SHARE MY INFORMATION WITH?

When we transfer your data to organisations outside the Taco Bell group we use European Commission-approved standard contractual clauses to safeguard the transfer. Where we transfer personal data to a third party that has implemented Binding Corporate Rules, we may rely on them to safeguard the transfer. For further information, including to obtain a copy of the documents used to protect your information, please contact us as described in the Contact Us section below.

WHAT OTHER RIGHTS DO I HAVE?

You have the right to **ask us for a copy** of your personal data; to **correct, delete** or **restrict** processing of your personal data; and to **obtain the personal data you provide in a structured, machine readable format**. In addition, you can **object to the processing** of your personal data in some circumstances (in particular, where we don't have to process the data to meet a contractual or other legal requirement or compelling interest).

Where we have asked for your consent, you may **withdraw consent** at any time. If you ask to withdraw your consent to us processing your data, this will not affect any processing which has already taken place at that time.

These **rights may be limited**, for example if fulfilling your request would reveal personal data about another person, or if you ask us to delete information which we are required by law or have compelling legitimate interests to keep. If you have unresolved concerns, you have the **right to complain** to the data protection authority in the country you reside, where you work, where you think the alleged breach is located.

HOW LONG DO YOU KEEP MY DATA FOR?

We will **retain** your personal data only for as long as we need it for our legitimate interest in accordance with applicable law, after such time, we will either delete or anonymise your information or, if this is not possible (for example, because the information has been stored in backup archives), then we will securely store your information and isolate it from any further use until deletion is possible. We will retain information related to your connection to the Wi-Fi service for six years from the date when you last connect to the services.

HOW DO I CONTACT TACO BELL?

If you have any questions about our Notice or the use of your personal data, please contact by (i) post: Taco Bell Customer Service, [Strawinskylaan 3127](#) 8th floor, 1077 ZX Amsterdam

or (ii) email: info@urbanbell.nl