

PRIVACY AND YOUR PERSONAL DATA (SEPTEMBER 2026)

'Us', 'we' or 'our' means Fishnchickn Ltd and its related parties and trading names, including 'Fishnchickn', 'Churchill's Fish & Chips', 'Bankers Fish & Chips', 'Toff's of Muswell Hill', 'The Boundary Fish & Chips' and 'My Chippy UK'. This policy explains how and why we use personal information. Providing personal information to us does not, by itself, mean that you consent to every use described in this policy. Where we rely on consent, we will ask for it separately.

We are committed to protecting the privacy of our users and customers. This privacy policy is intended to inform you how we might collect, store, use and/or share (process) your Information when you use our services.

It applies to Information collected by us, or provided by you, whether in one of our restaurants, over our website (including the mobile optimised version of the websites accessible from your portable hand-held device), our My Chippy UK App or My Chippy online ordering website or in any other way (such as over the telephone). It is also intended to assist you in making informed decisions when using our websites and our products and services. Please take a minute to read and understand the policy.

We process personal information in accordance with the UK General Data Protection Regulation ('UK GDPR'), the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 ('PECR') and other applicable data protection and privacy laws. If you have a question about the information we hold, write to Data Protection, Fishnchickn Ltd, Unit 5 Kierbeck Business Park, Wharf Lane, Vange, Basildon, Essex, SS16 4SW or email customerservice@tcg-ltd.co.uk.

Fishnchickn, Toff's of Muswell Hill, The Boundary Fish & Chips, Churchill's Fish and Chips and Bankers Fish & Chips are trading names of Fishnchickn Ltd. Fishnchickn Ltd is the data controller of your Information for the purposes of the Act and is a company registered in England and Wales with company registration number 01018600.

Our registered office is Unit 5 Kierbeck Business Park, Wharf Lane, Vange, Basildon, Essex, SS16 4SW.

WHAT LAWFUL BASES DO WE RELY ON?

Depending on the purpose, we rely on: performance of a contract to operate your account, process and fulfil orders and provide requested services; compliance with legal obligations, including tax, accounting, food-safety and regulatory requirements; consent for email or text marketing and non-essential cookies or similar technologies; and our legitimate interests in responding to customers, securing and improving our services, preventing fraud and promoting our business, including through the Meta audience activity explained below, provided those interests are not overridden by your rights and interests.

You must provide the information reasonably needed to create an account or place, fulfil or deliver an order. If you do not provide it, we may be unable to provide the relevant service.

WHAT INFORMATION DO WE COLLECT ON OUR WEBSITE?

When you visit one of our websites you may provide us with personal information such as name, email address and local shop ("Information"). You may provide us with Information in a number of ways:

- By supplying us with the Information as listed above, on an individual basis by registering as a Registered User and subscribing to receive updates or offers from us. To become a Registered User, you must provide us with your name, email address and local shop.
- By corresponding with us by email, in which case we may retain the content of your email messages together with your email address and our responses; and
- By using Click & Collect, My Chippy Delivery, downloading our offers, or applying for a job with us;
- By Information provided when you use our App (see below); and
- We may collect information about your computer or device, including where available your IP address, operating system, browser type and approximate geographical location, for security, system administration, analytics and, where you have consented, advertising. This information may identify or single out a person and may therefore be personal information.

WHAT INFORMATION DO WE COLLECT ON OUR MY CHIPPY APP/ONLINE ORDERING WEBSITES?

When using our App or online ordering websites, you may provide us with the following Information:

- Your name and contact details, including your email address and mobile telephone number;
- Information which allows us to identify your credit or debit account details to complete a transaction with you for your takeaway, delivery order, Click & Collect order or when using the 'order at table' function via the App;
- Your physical location to locate your nearest store;
- Your delivery address, where you place an order for delivery;
- Your order details;
- Any delivery instructions you provide; and information needed to identify, collect and complete your order.

Each time you visit our website or use our app, whether on a computer, mobile phone, tablet or another internet-enabled device, we may automatically collect the following information:

- Technical information about your device, including the Internet Protocol (IP) address used to connect it to the internet, your login information, device type, browser type and version (where applicable), time zone setting, browser plug-in types and versions, operating system and version, platform and app version.
- Information about how you use our website or app, including the full Uniform Resource Locator (URL) clickstream to, through and from our website; the pages, screens, products or features you viewed, searched for or used; the date and time of your visit; page or screen response times; download or technical errors; the length of time spent on particular pages or screens; and interaction information such as scrolling, clicks, selections and how you navigated away from the website or app.

Information we receive from other sources

We may receive information about you from third parties with whom we work closely, including business partners and suppliers providing technical, ordering and payment services.

WHAT INFORMATION DO WE COLLECT IN OUR RESTAURANTS?

When you are in one of our restaurants, we may collect the following Information when you use our customer Wi-Fi service:

- Your name and email address and your physical location, whilst you are in the restaurant

COOKIES

Like many websites and apps, our websites and app use cookies and similar technologies. These are small files or identifiers that help services operate, remember choices, understand use and, where you have consented, measure or personalise advertising.

Information collected through cookies and similar technologies may include visit dates and times, pages viewed, interactions, device and browser information, IP addresses and online identifiers. This information may be personal information. We ask for consent before using non-essential analytics or advertising cookies, pixels or similar technologies.

We use 'session' cookies which enable you to carry information across pages of the Website and avoid having to re-enter information. Session cookies enable us to compile statistics that help us to understand how the Website is being used and to improve its structure.

We also use 'persistent' cookies which remain in the cookies file of your browser for longer and help us to recognise you as a unique visitor to the Website, tailoring the content of certain areas of the Website to offer you content that match your preferred interests.

You can accept or reject non-essential cookies and change or withdraw your choices through our cookie settings. You can also block cookies through your browser, although some parts of the website or app may then not work properly.

HOW DO WE USE THE INFORMATION THAT YOU PROVIDE TO US?

We use your Information in the following ways:

- To ensure that content from our websites and apps are presented in the most effective manner for you and your computer or device;
- To operate and administer the My Chippy loyalty programme, including linking purchases to your account when you scan your loyalty card or app, calculating and maintaining your points, stamps and rewards, responding to account queries, preventing misuse and analysing and improving the programme.
- To process and fulfil orders placed through My Chippy, our websites or app, including managing payment, collection, delivery, order updates and customer-service enquiries.
- To allow you to register with us on our Websites where you choose to do so; in accordance with your wishes as communicated to us at the point of Registration; if you have given your consent at the point of Registration, to contact you with information about products, services and special offers that you request from us, or that we feel may be of interest to you or to ask you to participate in one of our customer satisfaction surveys; an opportunity to unsubscribe will be provided with each communication
- To respond to enquiries, feedback, complaints or job applications
- Information collected through enquiries, feedback, complaints and job applications is stored securely and may be accessed by our staff or suppliers providing support services for us. We use it to respond to you, investigate and resolve the matter, maintain appropriate records and protect our legal rights.

How we use information you give to us:

To carry out our obligations arising from any contracts entered into between you and us and to provide you with the products that you order from us;

- To respond to your enquiries about our products and services;

- To provide you with information about other products we offer that are similar to those that have purchased already or enquired about, or which we feel may interest you.
- To send you our regular email marketing. We will only send email marketing to you if you have opted-in to receive it. If you no longer wish to receive email marketing from us, please contact us on customerservice@tcg-ltd.co.uk;
- To notify you about changes to our service
- To ensure that content from our site and app is presented in the most effective manner for you and for your computer or your device
- To use limited My Chippy customer contact details to create customer-list audiences on Meta (Facebook and Instagram) and to ask Meta to find other users with similar characteristics (lookalike audiences), so that we can advertise more effectively;

How we use information we collect about you:

We may pass your Information to carefully selected third party organisations including:

- Business partners and suppliers in connection with the performance of any contract we enter into with you
- Trusted third parties: We use service providers to support our operations, including IT and hosting, restaurant booking and ordering, payment, delivery, gift card, Wi-Fi, email, loyalty, analytics and advertising providers. We share only the information reasonably necessary for the purposes described in this policy and put appropriate contractual and security arrangements in place.
- Regulatory and law enforcement agencies: We may disclose personal information where required or permitted by applicable law, including in response to a valid request from a regulator, court or law enforcement agency.

MY CHIPPY LOYALTY PROGRAMME

When you scan your My Chippy loyalty card or app when making a purchase, we link that transaction to your My Chippy account. This may include the store, date and time, items purchased, ordering channel, amount spent and the points, stamps or rewards earned or redeemed.

We use this information to operate the loyalty programme, calculate and maintain your points, stamps and rewards, display or investigate your account activity, respond to queries, prevent misuse and understand and improve the programme and our services. We rely on performance of our contract with you to administer the loyalty programme and on our legitimate interests for preventing misuse and analysing and improving our services.

We may also use your loyalty transaction history to group customers by factors such as recency, frequency, spend, usual store or ordering channel so that we can plan and target our marketing. If a customer group is used as a source audience on Meta, we provide Meta only with the limited matching contact details described in the Meta section below, not your individual order contents or spend. You can object at any time to your information being used for direct-marketing profiling by contacting customerservice@tcg-ltd.co.uk.

MY CHIPPY CLICK & COLLECT & ORDER AT TABLE

Our Click and Collect and Order at Table service (App and Desktop site) are powered by Redcat Hospitality. Redcat will store names, mobile numbers, email addresses. To find out information about Redcat's Privacy Policy go to: <https://www.redcatht.com/en-au/about-us/privacy-policy>

MY CHIPPY DELIVERY & UBER DIRECT

Where you place a delivery order through My Chippy for any of our brands, including Fishnchickn, Churchill's Fish & Chips, Bankers Fish & Chips, Toff's of Muswell Hill or The Boundary Fish & Chips, your order may be fulfilled by Uber Direct, Uber's delivery fulfilment service.

To enable Uber Direct to collect and deliver your order successfully, we may share the Information needed to manage and complete the delivery. This may include your name, delivery address, telephone number, order details, delivery instructions and information needed to identify, collect and complete your delivery.

This information is shared with Uber Direct where necessary to fulfil your delivery order, including arranging collection, delivery updates, contact about delivery issues and completion of the delivery.

The Information visible to the delivery driver is restricted. Drivers do not see all of the Information shared with Uber Direct. For example, drivers will usually only see a limited version of your name, such as your first name and the first initial of your surname. Drivers will see your delivery address so they can complete the delivery, but this is removed from the driver's app after the order is completed. Drivers do not see your actual telephone number. Where contact is needed, this is handled through Uber's app using a masked or proxy number. Drivers may also see your order details, delivery instructions and any other information reasonably needed to identify, collect and complete your delivery.

Uber, its delivery partners and/or drivers may use this Information only where needed in connection with the successful fulfilment of your delivery order, for example to confirm your address, provide delivery updates, contact you about a delivery issue or complete the order.

Uber will process your personal information in accordance with its own privacy notice. You can read Uber's Privacy Notice for Riders and Order Recipients here: <https://www.uber.com/global/en/privacy-notice-riders-order-recipients/>

We remain responsible for the personal information you provide to us when ordering through My Chippy. Uber is responsible for how it processes your personal information once it receives it for the purposes of providing Uber Direct services, as described in Uber's own privacy notice.

Your personal information will not be shared with Uber Direct by Fishnchickn Ltd for general marketing purposes.

EMAIL MARKETING

We have an account with Impact Data, which is an email-marketing provider. Impact Data will store IP Addresses, information about links you click on within the emails, email addresses, names and local store selections that are captured when you become a Registered User. We need to provide Impact Data with such information for the purposes of use in relation to the Services, but not for any other purpose. If you contact Impact Data directly regarding your subscription to our email marketing, Impact Data may contact you directly; otherwise, Impact Data will never contact you. You are always free to unsubscribe from our email-marketing list at any time. To find out further information about Impact Data's Data Protection and Terms of Use go to:

<https://www.impactdata.com.au/privacy-policy.html>

We collect customer contact details and purchase data for the purposes of serving an online transaction. When customers opt in, this data is used to send marketing communications or business update as requested by the customer. Fishnchickn Ltd is the data controller (defined by ICO). Fishnchickn Ltd use services provided by Impact Data to manage this data on behalf of Fishnchickn Ltd. Impact Data are the data processor (defined by the ICO).

Impact Data provides marketing software that allows Fishnchickn Ltd to store, manage and communicate with customers. Impact Data does not own or sell our customer data. If personal information is processed outside the UK, we use the lawful transfer arrangements described below. To find out more about Impact Data go to: <https://www.impactdata.com.au>

Where you consent through our cookie settings, we use Google Analytics to help us understand how users interact with our websites. Information may include approximate location, referral source, device and browser, visit duration and pages viewed. You can withdraw consent through our cookie settings. For information about Google's processing, go to: <https://policies.google.com/privacy>

SOCIAL MEDIA

When you visit or interact with our social media pages, the relevant platform may collect information about your device, account and interactions. We may receive page and campaign insights and use them to improve our content and advertising. Meta processes information under its own privacy policy at <https://www.facebook.com/privacy/policy/>.

META PIXEL

If you consent through our cookie settings, we may use the Meta Pixel on our websites to measure visits and advertising, retarget website visitors and create website-based audiences. You can change or withdraw this consent through our cookie settings.

META CUSTOMER-LIST AND LOOKALIKE AUDIENCES

We may use the email address or mobile number held in your My Chippy account to create a customer-list audience on Meta and to create a lookalike audience of other Meta users. The contact details are hashed before or during upload and used for matching. We do not send Meta your payment-card details, order contents, allergy or dietary information, complaints or delivery instructions for this purpose. We rely on our legitimate interests in promoting our business and making our advertising more relevant and efficient. For customer-list matching, Meta processes the supplied list data as our processor under its Customer List Custom Audiences Terms. For related targeting and ad delivery, we and Meta may act as joint controllers: we select the source list and campaign purpose, while Meta operates its matching and advertising systems under its own terms and privacy information.

Your choice. You can object at any time to us using your details for Meta customer-list or lookalike audiences. Email customerservice@tcg-ltd.co.uk with 'Audience opt-out' in the subject line, or use an audience-matching choice if one is shown when you join or in your account preferences. We will remove your details from active customer-list source audiences where reasonably possible, stop using them as a source for new or refreshed lookalike audiences, exclude them from future uploads and keep only the minimum information needed to respect your choice. This is separate from your website cookie choices.

SOCIAL MEDIA CUSTOMER SERVICE

If you reach out to us on social media, we will respond using the same channel that you contacted us on unless the enquiry is complex and requires us to disclose your personal data for further follow up. In such instances, we will ask for your contact details to continue the discussion or use the contact details you provided when you placed your order.

If you tag our page in your Instagram post we may ask for your permission to allow us to share your image on our Instagram page. If you decline the request we will not post your image.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets; and
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce our terms and conditions of supply of goods and other agreements; or to protect the rights, property, or safety of Fishnchickn Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

GOOGLE MAPS

We may use the Google Maps Application to gather information about your location, which will improve your experience when browsing our website. To learn about Google Maps Privacy Policy click here: <https://policies.google.com/privacy>

Our Wi-fi is provided by Meraki, a subsidiary of Cisco. Please find further information regarding their Data Protection Terms and Conditions here: <https://meraki.cisco.com/trust#privacy>

HOW CAN YOU ACCESS AND CORRECT YOUR INFORMATION?

Depending on the circumstances, you may have the right to ask for access to your personal information, correction of inaccurate information, erasure, restriction of processing and data portability, and to object to processing. Where we rely on consent, you may withdraw it at any time without affecting processing already carried out lawfully. We may ask for information needed to verify your identity before acting on a request.

To exercise your rights, contact Data Protection, Fishnchickn Ltd, Unit 5 Kierbeck Business Park, Wharf Lane, Vange, Basildon, Essex, SS16 4SW or email customerservice@tcg-ltd.co.uk.

You have an absolute right to object at any time to our use of your personal information for direct marketing, including Meta customer-list matching and use in a source audience for lookalike advertising.

You also have the right to complain to the Information Commissioner's Office. Visit <https://ico.org.uk/make-a-complaint/> or call 0303 123 1113

YOUR CONSENT

Using our website or app does not amount to consent to every use of personal information described in this policy. Where consent is required, we will ask for it separately and you may withdraw it at any time. We will update this policy if our use of personal information changes materially.

WHERE WE STORE YOUR PERSONAL DATA

Some suppliers and platforms may process personal information outside the United Kingdom. Where this is a restricted international transfer, we use an applicable UK adequacy decision or approved contractual safeguards. You may contact us for more information about the safeguard relevant to your information.

We hold personal information securely and allow access only where needed by our staff or suppliers to provide services, support our operations or carry out the activities described in this policy. We keep it only for as long as reasonably necessary for those purposes, legal obligations and the handling of disputes.

We do not retain details of credit card or debit card information used by our customers when placing orders for our products.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site or our app, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

SECURITY

We maintain the highest standards of security, however the transmission of information via the internet is not completely secure. So, whilst we will do our best to protect your Information, we cannot ensure the security of your data transmitted to our website. Any information you submit is sent at your own risk. Once we have received your information, we will use strict procedures and security features to prevent unauthorised access.

THIRD PARTY SITES

Please remember that when you use a link to go from our website to another website, our Privacy and Cookies Policy are no longer in effect. Your browsing and interaction on any other website, including websites which are linked to ours is subject to that website's own rules and policies.