

**HEREFORD**  
**PRIVACY STATEMENT**

**PEPE’S PIRI PIRI – PRIVACY STATEMENT**

**Last updated: 1 November 2024**

This Privacy Statement (“Statement”) describes the personal information practices of Pepe’s Piri Piri trading as ELURA LTD and its associated companies, with respect to information about our customers and others who use our services including the types of personal information we collect, how we may use such information and with whom we may share it.

Please note that ALL Pepe’s Piri Piri stores and restaurants are owned and operated by Franchisees, who are independent businesspersons. This Privacy Statement relates to ELURA LTD.

When we may collect Personal Information from you

**We may collect personal information about you when you interact with us.**

Directly – through contact with Pepe’s Piri Piri HEREFORD

- a) Customer Enquiry about services or stores
- b) Customer Complaint about a store
- c) Enquiry about operating a franchise agreement with Pepe’s

Indirectly – through contact with a Pepe’s store or online ordering applications

- a) Pepe’s App order
- b) Pepe’s Web order
- c) Telephone order to a store

**1. What information might we collect**

The specific information we will collect depends upon the reason for collecting it, however as a guide we may collect the following information:

- 1) Your Name
- 2) Your Address
- 3) Your Contact Phone Number
- 4) Your Contact Email Address

5) Your Credit/Debit Card information (for payment processing only)

## 2. **How we use the information we collect**

Pepe's will use the personal information we collect to:

Fulfil your requests or orders and process payments for our products and services

- a) Send communications to you about your orders and purchases
- b) Communicate with you about and administer your entry into competitions
- c) Provide customer support, respond to and communicate with you about your enquiries or complaints
- d) Protect against, identify and prevent fraud and other criminal activity, claims and other liabilities

If you have given us permission to, Pepe's will also use the personal information we collect to:

- a) Send general information about our services
- b) Send general information about our product range
- c) Send information about promotions and competitions
- d) Send store specific information

If we wish to use your information in any other way, we will obtain consent prior to its specific use.

## 3. **How we share the personal information**

Pepe's uses a few 3rd party suppliers to operate and manage the information technology used within the business. This includes the till systems within the stores, the Pepe's App and Pepe's Web Ordering facility the Pepe's Newsletter database and our marketing, social media agencies.

Pepe's continued business with these suppliers is reliant upon their compliance with all aspects of Data Protection and is continually reviewed.

The information that these suppliers hold on behalf of Pepe's, will only be used for the purposes already stated and will not be sold or otherwise shared outside of Pepe's.

Pepe's may share your personal information with their Franchisees, if required to fulfil an obligation to you, however these Franchisees are not authorised to use or disclose the information supplied.

Circumstances may arise where, whether for strategic or other business reasons, Pepe's decides to sell or transfer all or part of our business. We may transfer information we have collected and stored, including personal information, to the party or parties involved in the transaction, as part of that transaction.

Pepe's reserves the right to use or disclose personal information as needed to satisfy any

law, regulation, or legal request, to protect the integrity of our services, to bring or defend against legal claims, to protect the rights, interests, safety and security of Pepe's, Pepe's employees or Franchisees, members of the public, or in connection with the investigation of fraud, illegal activity or violation of Pepe's policy.

#### **4. Children's Privacy Notice**

Pepe's does not and will not knowingly collect any personal data from a person under the age of 16, either in store or through its online services.

#### **5. Your choices**

If you have opted-in to marketing communications, you can subsequently elect not to receive marketing communications from Pepe's by following the opt-out instruction in any marketing communication we send you or contacting us using either the address or email provided at the end of this document.

Please note that if you opt out of receiving marketing communications from us, we may still send communications to you concerning your transactions with Pepe's and any competitions which you have entered.

#### **6. Access to, Corrections and Deletion of Personal Information**

If at any time you would like to access, correct, or delete personal information we have collected from you, please contact us using either the address or email provided at the end of this document.

In certain circumstances, including when required by applicable law, we will comply with your request. Please note that we may be required by law to retain certain information.

Before Pepe's can provide you with any information or correct any inaccuracies, we may ask you to verify your identity and/or provide other details to help us respond to your request. There may also be a fee, as permitted by law, for providing the information to you.

#### **7. Links with others**

Pepe's App and Web Ordering facility may contain links to websites not owned or operated by Pepe's or one of its information technology suppliers.

Pepe's cannot control or be responsible for the privacy practices of such sites. If you are directed to one of these other sites, Pepe's strongly suggest that you read the Privacy Statement of that site.

#### **8. Information Security**

Pepe's is committed to taking appropriate measures to keep personal information secure.

We have in place technical, administrative, and physical procedures designed to protect personal information from accidental, unlawful, or unauthorised loss, access, disclosure, alteration or destruction.

Whilst we take every effort to safeguard our information systems, no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure.

## 9. Retention of Personal Information

We retain personal information for the period necessary to fulfil the purposes outlined in this Privacy Statement and in line with Pepe's policies on record retention unless a longer retention period is required or permitted by Law.

## 10. International Data Transfers

Please note that ALL Pepe's Piri Piri stores are owned and operated by Franchisees, who are independent businesspersons.

This Privacy Statement does not apply to stores outside of the UK. Please refer to the privacy notices of such Franchisees for information on their practices with respect to personal information.

Pepe's will not transfer any personal data outside of the UK areas.

## 11. Changes to this Privacy Statement

We may change this Privacy Statement from time to time. When changes are made we will post the revised version here and change the "Effective Date" listed at the top of this statement.

We encourage you to periodically check for the up-to-date version of our Statement.

## 12. How to Contact Us

If you wish to contact us concerning this Privacy Statement you can email us at [hereford.commercialstreet@pepesstores.co.uk](mailto:hereford.commercialstreet@pepesstores.co.uk)

(Please state "Privacy Statement" in the subject line, to enable easy identification of the email.)

If you prefer to write to us, or wish to contact us for anything else, please send your letter to:

### **Pepe's Piri Piri**

HEREFORD

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