

## CONSENT TO INSTALLATION OF THE APP

Under data protection laws, we are required to provide you with certain information about who we are, how we process your personal data and for what purposes, and your rights in relation to your personal data. It is important that you read that information.

Before installation of this App, please indicate your consent to our processing of your personal data (including your name, contact details, financial and device information) as described in the [policy \[hyperlink\]](#).

**YES** I consent to the installation of the App for the purposes of ordering food.

**NO** I do not consent to the installation of the App.

### How you can withdraw consent

Once you provide consent by selecting “YES”, you may change your mind and withdraw consent at any time by contacting us at [delivery@blacksheeprestaurants.com](mailto:delivery@blacksheeprestaurants.com) but that will not affect the lawfulness of any processing carried out before you withdraw your consent.

### Consent to processing Location Data

**YES** I consent to processing of my Location Data (including details of my current location disclosed by GPS) so that location-enabled Services are activated to ensure accurate delivery.

**NO** I do not consent to processing of my Location Data and location-enabled Services are disabled in my settings.

## INTRODUCTION

Black Sheep Restaurants Limited (referred to as “Company”, “we”, “us” or “our” in this policy) is the controller and is responsible for your personal data.

This policy applies to your use of:

- Black Sheep Restaurants GO versions 3.19.8 and 13.17.4 mobile application software (**App**) available on our site or hosted on the Google Play Store for Android devices and the App Store for iOS devices, once you have downloaded or streamed a copy of the App onto your mobile telephone or handheld device (**Device**).
- Any of the services accessible through the App (**Services**). This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. This App is not intended for children and we do not knowingly collect data relating to children. Please read the following carefully to understand our practices regarding your personal data and how we will treat it.

## IMPORTANT INFORMATION AND WHO WE ARE

### Contact Details

- Email address: [delivery@blacksheeprestaurants.com](mailto:delivery@blacksheeprestaurants.com)

### Changes to the privacy policy and your duty to inform us of changes

We keep our privacy policy under regular review.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during our relationship with you.

## THE DATA WE COLLECT ABOUT YOU

We may collect, use, store and transfer different kinds of personal data about you as follows:

- Identity Data: first name, last name and username or similar identifier, marital status, title, date of birth, gender.
- Contact Data: billing address, delivery address, email address and telephone numbers.
- Financial Data: bank account and payment card details.
- Transaction Data: includes details about payments to and from you and details of in-App purchases.
- Device Data: includes the type of mobile device you use, a unique device identifier (for example, the mobile phone number used by the Device), your mobile operating system and the type of mobile browser you use.
- Content Data: includes information stored on your Device, including friends' lists, login information, photos, videos or other digital content.
- Profile Data: includes your username and password, in-App purchase history, your interests, preferences, feedback and survey responses.
- Usage Data: includes details of your use of any of our Apps or your visits to any of Our Sites including, but not limited to, traffic data, whether this is required for our own billing purposes or otherwise.
- Marketing and Communications Data: includes your preferences in receiving marketing from us and our third parties and your communication preferences.
- Location Data: includes your current location disclosed by GPS technology.

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific App feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

## HOW IS PERSONAL DATA COLLECTED?

We will collect and process the following data about you:

- **Information you give us.** This is information (including Identity, Contact, Financial, and Marketing and Communications Data) you consent to giving us about you by filling in forms on the App Site and the Services Sites (together **Our Sites**), or by corresponding with us (for example, by email or chat). It includes information you provide when you register to use the App Site, download or register an App, subscribe to any of our Services, search for an App or Service, make an in-App purchase, share data via an App's social media functions, enter a competition, promotion or survey, and when you report a problem with an App, our Services, or any of Our Sites. If you contact us, we will keep a record of that correspondence.
- **Information we collect about you and your device.** Each time you visit one of Our Sites or use our Apps we will automatically collect personal data including Device, Content and Usage Data. We collect this data using cookies and other similar technologies.
- **Location Data.** We also use GPS technology to determine your current location. Some of our location-enabled Services require your personal data for the feature to work. If you wish to use the particular feature, you will be asked to consent to your data being used for this purpose. You can withdraw your consent at any time by disabling Location Data in your settings.

## COOKIES

We use cookies and GPS technology to distinguish you from other users of the App, App Site, the distribution platform (Appstore / Google Play Store) or Services Sites and to remember your preferences. This helps us to provide you with a good experience when you use the App or browse any of Our Sites and also allows us to improve the App and Our Sites.

Cookies are files with small amounts of data which may include an anonymous unique identifier. Cookies are stored on your device.

## HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to do so. Most commonly we will use your personal data in the following circumstances:

- Where you have consented before the processing.
- Where we need to perform a contract we are about to enter or have entered with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

We may send you direct marketing communications by email. You have the right to withdraw that consent at any time by contacting us or by clicking the unsubscribe button on the direct marketing communications material.

**PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA**

<b>Purpose/activity</b>	<b>Type of data</b>
To install the App and register you as a new App user	Identity Contact Financial Device
To process in-App purchases and deliver Services including managing payments and collecting money owed to us	Identity Contact Financial Transaction Device Marketing and Communications Location
To manage our relationship with you including notifying you of changes to the App or any Services	Identity Contact Financial Profile Marketing and Communications
To enable you to participate in a prize draw, competition or complete a survey	Identity Contact Device Profile Marketing and Communications
To administer and protect our business and this App including troubleshooting, data analysis and system testing	Identity Contact Device
To deliver content and advertisements to you To make recommendations to you about goods or services which may interest you To measure and analyse the effectiveness of the	Identity Contact Device

<p>advertising we serve you</p> <p>To monitor trends so we can improve the App</p>	<p>Content</p> <p>Profile</p> <p>Usage</p> <p>Marketing and Communications</p> <p>Location</p>
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**DISCLOSURES OF YOUR PERSONAL DATA**

When you consent to providing us with your personal data, we will also ask you for your consent to share your personal data with the third parties set out below for the purposes set out in the table:

- Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy policy.

**INTERNATIONAL TRANSFERS**

We do not transfer your personal data outside of Hong Kong.

**DATA SECURITY**

All information you provide to us is stored on our secure servers.

**DATA RETENTION**

By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for seven years after they cease being customers for tax purposes.

In some circumstances you can ask us to delete your data: see the *Your legal rights* section below for further information.

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

**YOUR LEGAL RIGHTS**

Under the Hong Kong Personal Data (Privacy) Ordinance, you have the right of access and correction to your personal data.

Any request for access to or correction to personal data should be made to Black Sheep Restaurants in writing. Please mail the request to Black Sheep Restaurants, 2604 Universal Trade Centre, 3-5A Arbuthnot Road, Hong Kong. Please mark the request to the attention of the 'GO Team'.

If you do not wish to receive any communication relating to any services or marketing information concerning Black Sheep Restaurants you may contact us at any time.