

Great Northern (CWB), Great Northern Bars and Great Northern City Limited Privacy Policy

We are committed to maintaining the trust and confidence of our visitors to our establishments and websites. We want to let you know that we do not sell, rent or trade email lists with other companies and businesses for marketing purposes and will only use your data in the ways outlined in this policy.

Types of data we collect

Website cookies

When someone visits our website, we use a third party service, Google Analytics, alongside our website functionality, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things like the number of visits to the website and various pages. This information is only processed in a way which does not identify anyone. We do not make, or allow Google to make any attempt to find out the identities of those visiting the website – we only use the data and information collected to provide feedback to marketing to inform decisions about website pages and to allow us to make improvements to the websites.

WiFi

When you use the WiFi in our venue(s) we may collect data about

- a) Your device
- b) The volume of data which you use
- c) The websites and applications which you access and
- d) Your usage by access time, frequency and location

This data is gathered by our service provider, Performance Networks, and never shared with any other companies. The only reasons for collecting this data is to ensure a fair WiFi service to all our customers and to keep our customers informed via our newsletters (see below)

Mailing Lists

As part of the registration for our WiFi service, loyalty card, newsletters (via the website), via competitions, ticket sales or any other means, we collect personal information. We use that information for a couple of reasons: to tell you about stuff we think you'd be interested in (events, offers, etc); to contact you to ensure our communications are correct and to check every now and then that our customers are satisfied. We don't sell or trade email lists with other organisation and businesses and only use the data for the reasons above.

We use third-party providers, MailChimp, to deliver our newsletter and MCR Systems to deliver communications around our loyalty card. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our communications with customers. For more information, please see MailChimp's privacy notice or MCR Systems. You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by logging into your loyalty account and changing your personal settings.

Third Parties

The only other companies which we share our data with are our website providers, WiFi solution providers and companies like MailChimp and MCR Systems which allows us to communicate with our customers. We will never sell or trade our customer data or use it for any other purposes than outlined in this policy. If you would like any further information, please get in touch with us.

Access to your personal information

You are entitled to view, amend, or delete any personal information that we hold. Email your request to marketing@greatnortherninns.co.uk