

Privacy Policy for The Little Yak

Last Updated: September 2026

The Little Yak ("we", "us", or "our") operates the website www.thelittleyak.com and our bar/venue in South London. We are committed to protecting and respecting your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This Privacy Policy explains how we collect, use, store, and share your personal information when you visit our website, make a booking, attend our venue, or interact with us.

1. Who We Are (Data Controller)

- **Company / Venue Name:** The Little Yak
- **Location:** South London, UK
- **Website:** www.thelittleyak.com
- **Data Contact:** For any queries regarding your personal data, please contact us via our website contact form or at the venue.

2. Information We Collect

We may collect and process the following personal information:

- **Contact Information:** Your name, email address, and phone number when you make a booking, purchase tickets, or submit an inquiry.
- **Booking & Event Details:** Reservation times, party size, dietary requirements or special requests, and event ticket purchase records.
- **Marketing Preferences:** Your preferences in receiving marketing updates and newsletters from us (where you have explicitly opted in).
- **Technical & Usage Data:** IP address, browser type, operating system, pages visited, and browsing activity collected automatically via cookies and tracking technologies when you use our website.
- **CCTV Footage:** Images captured by security cameras operating in and around our physical venue for safety and security purposes.

3. How We Use Your Data & Our Legal Basis

We process your personal data under the following legal bases:

Purpose / Activity	Type of Data	Legal Basis (UK GDPR)
Table Bookings & Ticket Sales	Contact details, booking info	Contractual Necessity: Required to fulfill your reservation or event ticket.
Customer Support & Inquiries	Contact details, message history	Legitimate Interests: To respond to your queries and manage our customer relationships.

Marketing Emails / Newsletters	Name, email address	Consent: You have actively opted in to receive marketing communications.
CCTV & Venue Security	Video footage	Legitimate Interests: To maintain the safety and security of guests, staff, and property.
Website Analytics & Improvement	Technical & usage data	Legitimate Interests / Consent: To optimize site functionality and user experience (via cookie preferences).

4. How Long We Retain Your Data

We retain personal information only for as long as necessary to fulfill the purposes for which it was collected, including legal, accounting, or reporting requirements:

- **Booking & Transaction Data:** Kept for up to 6 years in accordance with UK financial and tax compliance laws.
- **Marketing Contacts:** Retained until you withdraw consent or unsubscribe.
- **CCTV Recordings:** Automatically overwritten every 30 days, unless required for an ongoing incident or legal requirement.

5. Sharing Your Data

We do **not** sell or rent your personal data to third parties. We may share information with trusted third-party service providers solely to operate our business, such as:

- Booking and reservation management software.
- Event ticketing platforms.
- Email marketing service providers.
- Web hosting and technical infrastructure providers.

All service providers are contractually required to maintain data security and handle your data strictly in accordance with UK data protection legislation.

6. Your Data Rights

Under UK GDPR, you have the following rights regarding your personal information:

- **Right of Access:** You can request a copy of the personal data we hold about you (a Subject Access Request).
- **Right to Rectification:** You can request that we correct inaccurate or incomplete data.
- **Right to Erasure ("Right to be Forgotten"):** You can request that we delete your personal data where there is no legal requirement for us to keep it.
- **Right to Restrict or Object:** You can object to direct marketing or restrict processing in certain circumstances.
- **Right to Withdraw Consent:** Where processing relies on consent (e.g., marketing), you may withdraw it at any time by clicking "unsubscribe" or contacting us.

To exercise any of these rights, please contact us via our website. You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO) at www.ico.org.uk.

7. Cookies

Our website uses cookies and similar technologies to improve functionality and analyze traffic. You can manage or disable non-essential cookies via your web browser settings.

8. Changes to This Policy

We may update this Privacy Policy from time to time to reflect operational or legal updates. Any updates will be posted on this page with an updated "Last Updated" date.