

Privacy Policy

Last updated: 15 October 2025

Whitelock's Ale House LTD ("we", "our", "us") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, and safeguard your information when you visit www.whitelocksleeds.com or interact with us in other ways.

1. Who We Are

Whitelock's Ale House LTD 6–8 Turks Head Yard Leeds, LS1 6HB United Kingdom For any questions about this policy or your data, contact us at: hello@whitelocksleeds.com

2. Information We Collect

- Contact details: name, email address, phone number (e.g., when you sign up for marketing or contact us).
- Booking information: when you make a reservation via our third-party booking partner DesignMyNight, they may share booking details with us to confirm your reservation.
- Marketing preferences: information you provide when subscribing to newsletters or events.
- Website usage data: collected automatically via cookies and analytics tools (e.g., Google Analytics).

3. How We Use Your Information

We process personal data in accordance with the UK GDPR and Data Protection Act 2018, to: - Manage and confirm reservations. - Send you promotions, events, and offers (only if you've consented). - Improve our website and customer experience through analytics. - Respond to enquiries and customer service requests. - Comply with legal and regulatory requirements.

4. Third Parties & Data Sharing

- Bookings: handled via DesignMyNight (please see their privacy policy for details).
- Analytics: we use Google Analytics to understand website traffic and usage.
- We do not sell or share your personal data with other businesses or sister venues; all data remains separate.

5. Cookies

Our website uses cookies to improve your browsing experience and analyse traffic via Google Analytics. You can manage or disable cookies in your browser settings.

6. Marketing & Communications

If you opt in, we may email you about offers, promotions, and events. You can unsubscribe at any time via the link in our emails or by emailing hello@whitelocksleeds.com.

7. Your Rights

Under UK GDPR, you can: - Access the personal data we hold about you. - Request correction of inaccurate information. - Request deletion of your data (“right to be forgotten”). - Object to certain processing (including marketing). - Withdraw consent where given. To exercise your rights, email hello@whitelocksleeds.com.

8. Data Retention

We keep personal data only as long as necessary for the purposes set out above and to meet legal, accounting, or reporting requirements.

9. Security

We use appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or misuse.

10. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated “last updated” date.