

# COOKIE POLICY & PRIVACY STATEMENT

## Cookie policy

The Cock (thecock.fi) & Madonna (madonnarestaurant.fi) websites use cookies. By using the websites you give your consent to the use of cookies.

Cookies are text files that are stored on a user's device by an Internet browser. Cookies store information about a user's behaviour on a particular website. When a user returns to the site later, the browser retrieves and sends the cookies to the website's server. Cookies allow the site to identify the user and use the information collected during previous visits. The site only contains information that the user has entered. The site cannot deduce the user's email address, for example, unless it has been entered. The site cannot access other information stored on the computer.

The Cock & Madonna use their own and third-party cookies for the following purposes:

- To identify a user when they visit a page. The cookie is valid for 90 days from the latest visit.
- For analytics purposes and to collect user data using Google Analytics tools.
- To target content using Facebook Pixel.

### GOOGLE COOKIES

The Cock & Madonna use Google Analytics, a web analytics service provided by a third party, Google Inc., to track website traffic and to generate statistics. Google Analytics uses cookies to collect certain user data about visitors so that their use of the website can be analysed and improved. This data includes information about from which website the user came to the website and what they do on the site.

The user behaviour information generated by the cookies is transferred to and stored on a Google server in the United States. Google Analytics may also transfer data to third parties. Google states that it only stores non-personally identifiable information, which means it does not link the information collected with any individual.

You can prevent Google from collecting information about your use of the website (including your IP address) and the processing of this information by Google by following this link:

<http://tools.google.com/dlpage/gaoptout>.

Google's Privacy Policy is available at: <http://www.google.com/privacypolicy.html>.

### FACEBOOK COOKIES

The Cock & Madonna use Facebook Inc.'s custom audiences for interest-based online advertising, and a tracking pixel is embedded on our website. The tracking pixel is an analytics tool that we use to create custom audiences for advertising and to ensure that our ads are targeted to the right audiences (in terms of parameters such as age and interests).

The tracking pixel also allows us to monitor the effectiveness of Facebook ads and to use this information for statistical and market research purposes. The tracking pixel creates a direct connection between the user's browser and Facebook's servers. This will let Facebook know that our website was accessed from the user's



device. The information collected by us will remain anonymous and we will not be able to see any individual user's personal information.

However, Facebook stores and processes the information collected and is able to associate that information with the user's Facebook account and use the information for its own marketing purposes in accordance with Facebook's privacy policy.

You can block access to your data in custom audiences by following this link:

<https://www.facebook.com/settings?tab=ads>

Facebook's Privacy Policy is available at: <https://www.facebook.com/about/privacy/>

## BLOCKING COOKIES

Most browsers allow cookies to be blocked. Below are instructions on how to block cookies in different browsers.

- Internet Explorer: click Tools>Internet Options>Privacy>Settings>Block all cookies
- Firefox: click the menu button>Options>Privacy and Security
- Safari: click Preferences>Privacy
- Google Chrome: click the Chrome menu icon> Settings> Advanced> Privacy

Blocking cookies may have a negative impact on the usability of some websites.

## Privacy statement

In this privacy statement we will explain what data we collect, how we use and protect data and how you can have a say in how your personal data is used.

### 1. WHAT DATA DO WE COLLECT?

We may collect data about you when you register to use our services, use our website, visit our restaurants or contact us in some other way. The data we collect can be divided into two categories based on the data source: (a) the data you have given us; and (b) the data we collect automatically. We may connect data you have given us to automatically collected data.

#### Data given by you:

We may collect personal data given by you, including your first and last name, phone number, email address. We may also collect other data you have given us. In addition, the register will also contain information about whether or not you have given your consent to receive direct marketing via electronic devices as specified by law.

#### Automatically collected data:

We may use different methods to automatically collect data from your computer or mobile device when you use our website. Automatic methods may include cookies, web beacons and other technologies.

Automatically collected data may include your IP address, location, the operating system of your computer or mobile device, the browser you use, the type and settings of your mobile device and how you use our



services, such as sites you have visited on our website or mobile application. The majority of the automatically collected data about how you use our website and mobile application are only stored temporarily. You may prevent data based on cookies from being collected automatically by blocking cookies in your browser settings. However, some services may not work correctly if you block cookies. You can also adjust what data are automatically collected on your mobile device by changing the permissions you have granted our application in your mobile device's settings.

## 2. HOW DO WE USE THE DATA WE COLLECT?

Providing and improving services:

We may use your data to provide services and loyal customer benefits to you as well as to contact you in matters related to your customer relationship with us. We may also use your data to advertise and market restaurant services we believe may interest you. Finally, we may also use the data we collect to improve our services.

Basis for processing personal data:

The primary basis for processing personal data is to maintain the customer relationship between the restaurants and you (relevant connection) and the related legitimate interest in managing the customer relationship and offering targeted marketing. We may also process your data on the basis of consent you have given.

## 3. DO WE SHARE AND DISCLOSE THE DATA WE COLLECT?

We do not sell your personal data and we only disclose your data in the manner described in this privacy statement. The data are disclosed in accordance with the data protection legislation in force. Your personal data are not transferred outside the European Union or the European Economic Area.

We may disclose your data within Hawaii to persons responsible for customer loyalty programmes and sales and marketing. In order to provide customer service, we may transfer your personal data to service providers who provide us with services such as data processing and other IT services, campaign, competition and raffle services and opinion and market research services. We do not allow such service providers to use or disclose your personal data for any other purpose than to provide a service on our behalf.

If we decide to sell or transfer our business operations, in full or in part, for strategic or business reasons, we may, as part of such sale or transfer, disclose data we collect and store, including customer details containing your personal data, to any party involved in the said sale or transfer.

We may also disclose your personal data if we deem it necessary in accordance with the applicable laws, regulations or requests made by the authorities.

## 4. DATA SECURITY

We store your data in an electronic register and we have taken the appropriate measures to protect your data against data breaches. Accessing the register to modify or process the data contained there requires a username and password and an encrypted connection. The register can only be accessed by authorised persons who are responsible for maintaining and managing the system and customer relationships. The data contained in the register are protected against unauthorised access and the use of the register is monitored.

## 5. STORING AND DELETING DATA



We store the personal data we collect only for as long as it can be deemed appropriate to keep the data in terms of the purposes described in this privacy statement, unless storing the data for longer is required or permitted by law. We will delete your data saved in the register if you withdraw from the list of loyal customers.

## 6. CHANGES TO THE DATA SECURITY POLICY

We may occasionally make changes to this privacy statement and our data security policy. If the changes are significant, we will notify our customers on our website or via other channels, such as email. We hope that you will read this privacy statement carefully so that you are up-to-date on our data protection policy.

## 7. YOUR RIGHTS AND EXERCISING THEM

You have the right to review data about you and to request rectification, erasure or completion of inaccurate or incomplete personal data. You have the right to exercise any rights granted to you by data protection legislation, such as the right to restrict and object to the processing of data as well as the right to transmit your data from one system to another. However, we ask that you keep in mind that in some situations, you may not be able to use or register to use a service unless you consent to your data being collected, stored and processed.

You also have the right to prohibit the use of your personal data for direct advertising, distance selling or other direct marketing purposes by requesting to be withdrawn from the customer list. If you have consented to receiving direct marketing from us, you may later withdraw your consent by following the instructions included in our direct marketing messages.

## 8. CONTACT DETAILS

If you have any questions about our data protection policies or if you want to exercise your data protection rights, please email or write to us:

[bookings@thecock.fi](mailto:bookings@thecock.fi)

[bookings@madonnarestaurant.fi](mailto:bookings@madonnarestaurant.fi)

