PRIVACY POLICY

Hazy Days Coffee ("we", "us", "our") operates the digital loyalty card and marketing program. We are committed to protecting your privacy and handling your personal data in a transparent, secure manner.

1. The Data We Collect

We only collect minimal information necessary to run our loyalty program and send you updates. This includes:

- **Identity Data:** Your first name and last name.
- **Contact Data:** Your email address.
- **Device Data:** Technical indicators required to deliver push notifications to your mobile phone (if opted-in).

2. How We Collect Your Data

We collect this data directly from you when you scan our QR code and fill out our digital loyalty card sign-up form.

3. How and Why We Use Your Data (Lawful Basis)

Under the UK General Data Protection Regulation (UK GDPR), we must have a "lawful basis" to use your data. We process your data for the following purposes:

- **To manage your loyalty account:** We use your name and email to track your loyalty rewards. *(Lawful basis: Performance of a Contract)*
- **To send you marketing communications:** We use your email and device push tokens to send you updates about new menu items, special offers, and events. *(Lawful basis: Your explicit Consent)*

4. Push Notifications

If you choose to receive push notifications via your digital loyalty card, a unique device identifier is used to route those messages to your phone. You can toggle these notifications off at any time via your smartphone's system settings or within your digital wallet app.

5. Sharing Your Data

We do not sell, rent, or share your personal data with third parties for their marketing purposes. We only share your data with trusted service providers who help us run our loyalty platform (such as our digital wallet provider or email marketing service), all of whom are contractually bound to keep your data secure.

6. Data Retention

We will keep your personal data only for as long as you remain an active member of our loyalty program. If you choose to delete your digital card or request to be removed, your data will be securely and permanently deleted from our systems.

Last Updated: 2/11/2026

7. Your Legal Rights

Under UK data protection laws, you have rights regarding your information, including:

- **The right to withdraw consent:** You can opt-out of marketing emails at any time by clicking the "Unsubscribe" link at the bottom of our emails.
- **The right to access or erase your data:** You can request a copy of the data we hold about you or ask us to delete it entirely.

8. Contact Us & Complaints

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us at:

- **Email:** hazydays@hazydayscoffee.com
- **Address:** Hazy Days Coffee, 50 High Street, Lymington, SO41 9AG

If you remain unhappy with how we use your data, you have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**.

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