

WE ARE COMMITTED TO PROTECTING YOUR PERSONAL DATA



In accordance with the new Regulation (EU) 2016/679 on the protection of personal data (GDPR), we ask you to give your consent on the use of Cookies, for the following purposes: the proper functioning of the website of BM Restaurants, monitoring the traffic on the website of BM Restaurants, the extended functionality such as product follow-ups and other features, which will allow us show the best offers through various marketing channels.

Cookies are essential to proper functioning of the website of BM Restaurants and enable us to remember your choices and preferences and to improve service. In addition, cookies allow us to track your visits to your profile as well as the settings you have configured before.

Usage of cookies to measure traffic on the website of BM Restaurants helps us to optimize your experience while constantly enhancing web functionality and user interaction.

Cookies also help us to enable modern functions of the website, for example, to make precise suggestions and recommendations to you based on prices and categories you have expressed interest in. Finally cookies allow us to show you appropriate offers and discounts offered by our business partners.

**YES,
I
AGREE.**

What is the purpose of this document?

These privacy policies summarize the key points related to the protection of personal data and our methods of processing. If you need further information for specific processes, please contact us using the contact details below.

Who are we?

As a chain of reputable restaurants with long experience in public food service and catering, we, BM Restaurants, are dedicated to and render due care to the privacy of all in our community. This means that we will protect the privacy of all visitors who access our website or services through any mobile application, platform or device, as well as visitors to our restaurants and facilities.

BM Ltd. is a company registered in the Commercial Register with the Registry Agency under company number (EIK) 103600492, with head office and registered address: Bulgaria, Varna city, Primorski Borough, 26, Sveta Paraskeva Str., tel.: 052300657, email: hr@bmrestaurants.com. The company is the owner of the website 'BM RESTAURANTS' and as such is a data controller in accordance with provisions of the Personal Data Protection Act.

How to contact us?

Tel. 052300657, email: hr@bmrestaurants.com

Data protection and information security are part of our corporate culture and policy.

What information is provided in this Privacy Policy?

This Privacy Policy will present detailed information in clear and plain language about the activities performed to process the personal data, which you provide to BM Ltd. (hereinafter referred to as BM Restaurants) including:

What personal information do we collect about you?

What is the purpose of data collection?

How long do we store the personal data?

With whom do we share your personal data?

How do we inform you about changes in our Privacy Policy?

What types of Cookies do we use to enhance your experience on our website?

What are your rights concerning the provided personal data?

With this Privacy Policy, BM Restaurants declare that they apply all the technical and organisational measures concerning the protection of the personal data of the natural persons, prescribed by law or other national and European regulations.

What does personal data mean?

Any information and data, which may directly or indirectly identify a natural person.

A good example of indirect identification is the sole use of your mobile number or a single name. In this case you will need a combination with another identifier to establish your identity, for example, full name and mobile phone.

Direct identification is achieved when you provide a unique identifier such as the personal number, the foreigner's personal number, client's code. Under no circumstances, we, BM Restaurants shall ask information about your credit cards, personal number, foreigner's personal number, one or more signs specific to your physical, physiological, genetic, psychological, economic, cultural or social identity for the purposes of advertising and sending e-bulletins.

What personal data do BM Restaurants collect about you and for what purposes?

To provide you with effective access to our services, BM Restaurants collect the following information and personal data about you.

These are the key categories of personal data, which we collect about you and the purposes of processing these personal data:

Information you provide voluntarily, includes:

- ✓ Information about your marketing preferences, so we can send you customized marketing messages about our products or services.
- ✓ Information about your activities and actions while using the features of our web portal so that we can:
 1. provide you with a better browsing while using our services;
 2. give you access to the history and information from past reservations; and
 3. provide you with other services to suit your needs and preferences.
- ✓ Cookies and other similar technologies, so that we can:
 1. measure and analyze the usability and performance of our services;
 2. personalize and optimize targeting of our services to other websites and platforms
 3. provide services related to your location if you choose to share your location.
- ✓ Information we receive from other sources - third parties:
 1. Analytical reports and research of our marketing activities in order to measure the effectiveness of marketing campaigns for our services, and
 2. Better understanding of your preferences so that we can customize our marketing campaigns and services accordingly to your wishes.

Categories of personal data that we process:

- ✓ First name, surname, phone and email when filling out the email registration form or contacts found on our website to learn about the latest news about our restaurants and receive special offers;
- ✓ Technical data automatically sent to us when you use our website via desktop computers - IP address, information about the device through which you visit the web page;
- ✓ Technical data automatically sent to us when you use our apps for mobile devices - device information, device IMSI number, GPS coordinates,
- ✓ Data from cookies - to identify your browser or device.

What is personal data processing?

Processing of personal data includes the collection, storage, disposal, disclosure by transmission, rectification, updating, erasure, destruction and all the other activities that are performed with your personal data.

On what basis BM Restaurants process your personal data?

The legal basis for the collection and use of your personal data, as described above, will depend on the specific context in which they are collected.

The main reason for the collection and use of your personal data is to fulfil our contract with you (i.e to be able to provide the service you requested, to respond to your enquiries, etc.).

We will also use your personal data in accordance with our legitimate business interests, but only where such interests do not interfere with your interests in relation to the protection of your personal data or other rights and freedoms.

In some cases, we may have a legal obligation - legal basis to collect personal information from you (e.g. in case of legal proceedings) or it may be required to process or to share it with others in order to "protect your vital interests" or those of another person.

If we asked you to provide personal information to comply with legal requirements or to conclude contract with you, we will notify you of the circumstances in due course and will let you know whether such provision of personal data is mandatory or not (and will also explain the possible consequences of a refusal to provide personal data)

In addition, if we collect and use your personal data, relying on our legitimate interests (or those of a third party), we will inform you what those legitimate interests are.

If you have questions or need additional information regarding the legal basis on which we collect and use your personal data, please contact us using the contact details provided below - tel.: 052300657, email: hr@bmrestaurants.com.

BM Restaurants collect personal information only after obtaining explicit clear and unambiguous consent from you for the purposes of processing.

For example, for marketing purposes, to enable you to receive the latest promotions and updated menus, delivery services, and any other promotional newsletters.

Consent to the processing of your personal data is provided when you register on our website or when filling in the various forms available on our website (for enquiries, job applications and subscription to newsletters).

The consent you provide may be withdrawn at any time by sending an e-mail to hr@bmrestaurants.com.

How do we obtain your personal data? How do we process your personal information?

In order to provide their services, BM Restaurants process (collect) personal information regarding your physical identity in the following ways:

- when you fill in the "E-mail newsletter" form provided in the lower right corner of the website www.bmrestaurants.com or by filling in the contact form - for reservations, for additional information, for questions as well as in case of interest to special events from the calendar of the BM Restaurants. The forms are completed on our web site by entering your personal data in the blank fields;
- by visiting www.bmrestaurants.com to use the services on our web page;
- when updating data at your request and filling in the paper update form or in an electronic environment;
- by using online identifiers to collect information about IP addresses, cookie data, operating system and browser type data;

E-mail / newsletter

When you subscribe to our email newsletter you will be asked to enter your email address. As a subscriber to our newsletter we maintain a register of your IP address, the emails you open and links that you click on in these emails, so we can more accurately recommend content, offers and products that you may find valuable. Any personal data that you provide including your email address will not be provided and sold to third parties. However, if you participate in a game, your email address may be submitted to the relevant provider for registration/activation and ongoing support. Under no circumstances shall we ask for credit card details for the purpose of advertising and receiving newsletters via email.

How long do we store and process your data before we destroy them?

BM restaurants will keep your personal data as long as it is necessary for performance of the purposes described in this Privacy Policy. The period of retention of personal data differs depending on the basis on which we process your personal data.

The term of storage of personal data which we process solely for the purposes of direct marketing and provision of advertising materials is two years after we obtain your explicit consent. You can renew your consent as many times as you want and the term will be extended from the date of your last consent.

Your personal data are stored by us for a period of 5 years after expiration of our contract where we process personal data to fulfil our contractual obligations to you. Upon expiration of that period, if there is no legal basis to retain your personal data, your personal data are destroyed. Our system permanently erases the records for you.

We can also keep certain elements of your personal information for a longer period after erasing your personal data and anonymise the information. In this case, the information will not have the character of personal data and we will no longer be able to establish your identity. Every time we process your information, we will do so in accordance with applicable laws.

To whom we may provide your personal data?

BM restaurants DO NOT provide your personal data to third parties without your explicit consent and do not sell their databases.

BM Restaurants shall not provide your personal data without your explicit consent to third parties, except when required to meet their contractual obligations to you.

BM Restaurants may share your personal information (personal data) with the following recipients (in each specific case we will ensure that we have adequate protection and contractual guarantees to protect it):

1. BM companies in our group - companies managing individual units (restaurants);
2. Third parties that support our services (e.g partners for marketing or promotions in the nutrition, beverage and entertainment sectors based on your preferences, courier services, web hosting companies);
3. Any law enforcement or regulatory authority, government agency, court or other third party when disclosure is necessary under applicable laws or regulations;
4. New owners or reorganized entities in the event of restructuring, sale, acquisition or joint venture affecting our business.
5. Any other individual, provided that you give your consent. We will never sell, distribute or otherwise share your personal information, unless you give your explicit permission.

Are there other cases in which we can share your personal data?

Your personal data is shared with third parties in the following cases as well:

- ✓ At the request of the natural person who provided the information subject to personal data protection;
- ✓ At the request of the competent authorities under the applicable legislation of the Republic of Bulgaria and the European Union.

In all the above cases, the individuals or companies we transmit your personal data to have declared that they provide an adequate level of personal data protection, including foreign companies, positioned within the EU. With regard to companies positioned outside the EU, in each case, the company ensures that it provides an adequate level of personal data protection.

What are your rights concerning the provided personal data?

If you are a registered user of BM restaurants, you have access to your account at any time to review and update your personal information, i.e. your personal data that you have provided voluntarily. You can also contact us with the request that we update or erase your personal data and to restrict processing.

You also have the right to unsubscribe from marketing messages that we send to you by using the opt-out feature of any marketing communication you receive from us or by sending an email to hr@bmrestaurants.com.

In accordance with the Bulgarian and the European law, including Regulation (EU) 2016/679 of the European Union and of the Council (General Data Protection Regulation - GDPR) concerning personal data protection, you may exercise the following rights:

- ✓ Right of access to personal data, which BM Restaurants process and the right to receive a copy of them;
- ✓ The right to ask BM Restaurants to rectify personal data concerning you in case you detect inaccuracies or when you need to update your personal information by sending an email to hr@bmrestaurants.com;
- ✓ The right to ask blocking your personal data or restrict the processing of personal data in the cases specified by the law and the Regulation;
- ✓ The right to request deletion i.e. erasure of your personal data by BM Restaurants if there are conditions to do so;
- ✓ The right to object to the processing of personal data for direct marketing purposes by using the link "unsubscribe" in each email sent to you containing advertising information on our products;
- ✓ The right to object to the transfer of personal data to third parties by logging into your personal account on our website and unchecking the box concerning the transfer of personal data to third parties;
- ✓ The right, when you wish, to withdraw the consent you have given your personal data to be processed for the purposes for which you have agreed, for example for marketing, by sending an email to: hr@bmrestaurants.com;
- ✓ The right to request portability of your personal data in a structured, machine-readable format, which is generally used;
- ✓ The right to lodge a complaint or request for protection of your rights to the Personal Data Protection Commission when such prerequisites exist;

You may exercise your rights at any time when your personal data are processed.

Are you required to provide your personal data to us?

In order to be able to provide our products and services, we collect and process your personal data. We also process them in order to comply with legal obligations.

In case of refusal of voluntary provision of required personal data on your part, BM Restaurants will not be able to provide their products and services, so for example you will not be able to receive a delivery service or make a booking.

Changes to Privacy Policy

In the future we may need to update this privacy policy in response to changing legal, technical, or business processes.

We recommend that you periodically review this page for the latest information about our privacy practices.

In the event that, as a result of changes in these privacy policies, new purposes are provided for the processing of personal data or other circumstances requiring your explicit consent we declare that we will notify you by sending a letter electronically to the e-mail you have provided, inviting you to kindly confirm or refuse to give consent.

Thus, you will be given the opportunity to suspend the use of some or all of the services and/or avail of your rights, some of which are explicitly mentioned above.

These privacy policies are adopted by the BM restaurants and have been in effect since 25.05.2018.