

Students' Union Café Loyalty Scheme - Privacy Notice

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Effective Date: 18 September 2025

1. Who We Are

This loyalty scheme is operated by the Students' Union at the University of Bath, in partnership with Tabology Ltd, our

2. What Data We Collect

We may collect the following information when you join and use the loyalty scheme:

- Name
- Email address
- Purchase history
- Loyalty points earned and redeemed
- Device/browser information

3. Why We Collect Your Data

Your data is used to:

- Track and manage your loyalty points
- Provide rewards and offers
- Improve our services
- Send updates or promotions (only if you opt in)

4. Legal Basis for Processing

We process your data based on:

- Consent - You choose to join the scheme and can withdraw at any time.
- Legitimate interests - To operate and improve the loyalty programme.

5. Who We Share Your Data With

Your data is securely stored and processed by Tabology Ltd. They act on our behalf and do not use your data for their

6. How Long We Keep Your Data

We retain your data for as long as you are an active member. If inactive for 12 months, your data will be deleted unless

7. Your Rights

Under UK GDPR, you have the right to:

- Access your data
- Correct inaccurate data
- Request deletion
- Withdraw consent
- Lodge a complaint with the ICO

8. Contact Us

If you have questions or want to exercise your rights, contact:

- subars-ents@bath.ac.uk
- 01225 386139

Or speak to a member of staff at the café.