PRIMEUR

Privacy Policy

Primeur

Last updated: 1 October 2026

We respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, store and share personal information when you visit our website, make a reservation, visit Primeur, contact us or otherwise interact with us. It also explains how information may, where appropriate, be shared between our affiliated restaurants, bakeries, cafés and hospitality businesses.

1. Who We Are

Primeur is operated by Food Brut Limited.

For the purposes of UK data protection law, Food Brut Limited is the data controller responsible for personal information collected and processed in connection with Primeur.

Food Brut Limited operates alongside affiliated hospitality businesses under common ownership or management, including Jolene, which is operated by Bread Brut Limited.

Where appropriate and lawful, relevant guest information may be shared between Food Brut Limited, Bread Brut Limited and our other affiliated hospitality businesses for the purposes described in this Privacy Policy.

Where two or more group companies jointly determine the purposes and means of a particular processing activity, those companies may act as joint controllers in respect of that processing.

2. Information We Collect

Depending upon how you interact with us, we may collect:
your name and contact details;
reservation details and booking history;
dates and details of visits to our restaurants;
information about other members of your party where provided to us;
preferences or requests you communicate to us;
dietary requirements, allergies or accessibility requirements that you choose to provide;
information relating to private dining, events or other enquiries;
payment or reservation-guarantee information processed through our booking or payment providers;
correspondence and communications with us;

feedback and complaints;
factual records relating to previous visits or interactions with our businesses;
where reasonably necessary, factual information concerning incidents, behaviour or circumstances relevant to the safety, wellbeing or appropriate management of our guests, employees, venues or businesses;
information you provide when applying for employment with us; and
technical information generated when you use our website, such as IP address, browser information, device information and cookie data.

We aim to ensure that information recorded about guests is relevant, factual, proportionate and limited to what is reasonably required for legitimate business purposes.

3. How We Use Your Information

We may use personal information to:
make and administer restaurant reservations;
communicate with you about a reservation or enquiry;
manage private dining and events;
provide our restaurant and hospitality services;
respond to requests, preferences and requirements you have communicated to us;
manage dietary requirements, allergies and accessibility requirements;
recognise returning guests and provide continuity of service;
respond to feedback and complaints;
investigate and manage disputes;
maintain appropriate records of significant guest interactions;
protect the safety and wellbeing of guests and employees;
prevent or respond to abusive, threatening, fraudulent or otherwise inappropriate behaviour;
protect our businesses, employees, guests and property;
administer our websites and booking systems;
comply with our legal and regulatory obligations; and
manage and operate our affiliated hospitality businesses effectively.

Where permitted by law, we may also use your contact information to communicate with you about our restaurants, events or other services. Where consent is required for such communications, we will obtain it.

4. Guest Profiles and Notes

Our reservation and guest-management systems may allow us to maintain a guest profile and record relevant information concerning previous reservations, visits and interactions.

This may include preferences communicated by you, relevant reservation history, previous correspondence, complaints or feedback and factual notes concerning significant interactions or incidents.

Guest notes are intended to help us provide continuity of service and appropriately manage our relationships with guests.

Our employees are expected to record guest information in a factual, necessary, relevant and professional manner. Guest profiles should not be used to record irrelevant, excessive, discriminatory, offensive or unnecessarily subjective information.

5. Sharing Information Across Our Affiliated Businesses

We operate alongside affiliated restaurants, bakeries, cafés and other hospitality businesses under common ownership or management.

Where reasonably necessary, relevant guest information may be made available to authorised employees and managers of these affiliated businesses in order to:
manage reservations and guest relationships;
recognise returning guests;
provide continuity of service across our venues;
respond appropriately to previous communications, requests or commitments;
manage dietary, allergy or accessibility information where appropriate and lawful;
investigate and respond to feedback, complaints or disputes;
maintain appropriate records of significant guest interactions;
protect the safety and wellbeing of guests and employees;
prevent or respond to abusive, threatening, fraudulent or otherwise inappropriate behaviour;
protect our businesses and property; and
operate our affiliated hospitality businesses effectively.

For example, information concerning a relevant interaction at one of our restaurants may, where appropriate, be accessible to an authorised manager at another affiliated restaurant.

Information is not intended to be accessed simply because it is technically available. Employees and managers should access and use guest information only where there is a legitimate business reason for doing so.

6. Our Lawful Bases for Processing

Under UK data-protection law, we must have a lawful basis for processing personal information.

Depending upon the circumstances, we may process your information because it is necessary to provide a service or fulfil a contract with you; because it is necessary for our legitimate interests or those of a third party; because you have provided your consent; or because we have a legal obligation.

Our legitimate interests may include operating our hospitality businesses effectively, maintaining appropriate guest records, providing continuity of service, managing guest relationships and complaints, preventing fraud and protecting our guests, employees, businesses and property.

When relying on legitimate interests, we consider the necessity and proportionality of the processing and its potential impact upon your rights and interests.

7. Allergies, Health Information and Other Special Category Data

Information concerning health may constitute special category personal data under UK data-protection law.

You may choose to provide information concerning allergies, dietary requirements, accessibility requirements or other health-related matters when making a reservation or communicating with us.

We will only process special category personal data where we have both an appropriate lawful basis and an applicable legal condition permitting that processing. We aim to limit this information to what is reasonably necessary for the relevant purpose.

Providing information about an allergy or dietary requirement does not alter the allergy and cross-contamination information provided separately by the restaurant.

8. Reservation and Technology Providers

We may use third-party service providers to operate our reservation systems, websites, payment systems, communications and other business services.

These providers may process personal information on our behalf or, in some circumstances, as separate data controllers. Where appropriate, we require service providers processing information on our behalf to protect personal information and process it in accordance with applicable data-protection requirements.

Where you interact directly with a third-party service, its own privacy policy may also apply.

9. Other Circumstances in Which We May Share Information

In addition to our affiliated businesses and service providers, we may disclose personal information where reasonably necessary to professional advisers such as lawyers, accountants or insurers; to law-enforcement agencies, courts, regulators or other public authorities; to establish, exercise or defend legal claims; to investigate or prevent fraud or other unlawful activity; to protect the rights, property or safety of our guests, employees or businesses; or as part of a sale, restructuring or transfer of a business or its assets.

We do not sell guest personal information to third parties.

10. How Long We Keep Information

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, including satisfying legal, accounting, operational and reporting requirements.

Different types of information may therefore be retained for different periods. When determining an appropriate retention period, we consider the nature and sensitivity of the information, why it is required, the potential risks associated with retaining it and applicable legal requirements.

Information that is no longer reasonably required should be deleted or anonymised in accordance with our retention practices.

11. Security and Access

We take reasonable organisational and technical measures to protect personal information against unauthorised access, alteration, disclosure, loss or misuse.

Access to reservation information, guest profiles and guest notes is restricted to employees, managers, service providers and other authorised persons who require access for legitimate business purposes.

Employees are expected to treat guest information confidentially and use it only for appropriate business purposes.

12. International Transfers

Some of the technology and service providers we use may process personal information outside the United Kingdom.

Where personal information is transferred internationally, we will take appropriate steps where required to ensure that the information receives an appropriate level of protection in accordance with UK data-protection law.

13. Cookies and Website Information

Our websites may use cookies and similar technologies to operate correctly, understand how visitors use the website and, where applicable, support analytics or marketing.

Where required, we will request your consent before placing non-essential cookies on your device. You can manage your cookie preferences through the controls available on the website or through your browser settings.

14. Your Data Protection Rights

Depending upon the circumstances, you may have the right to request access to personal information we hold about you; request correction of inaccurate or incomplete information; request deletion of your information; request restriction of processing; object to processing based upon our legitimate interests; withdraw consent where processing is based upon consent; request transfer of certain information to you or another organisation; and complain about the way your information has been handled.

These rights are subject to the conditions, limitations and exemptions contained in applicable data-protection law. We may need to verify your identity before responding to a request.

15. Complaints

If you have concerns about how we have handled your personal information, please contact us in the first instance so that we can investigate.

You also have the right to make a complaint to the Information Commissioner's Office (ICO), the UK's data-protection regulator.

16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our businesses, systems, legal obligations or the way we process personal information.

The most recent version will be published on this website and the “last updated” date above will be amended accordingly.

17. Contact Us

For questions about this Privacy Policy, the personal information we hold about you, or to exercise your data-protection rights, please contact:

Primeur
116 Petherton Road
London N5 2RT
office@primeurn5.co.uk
020 7226 5271

Where your request concerns information that may be held across our affiliated businesses, we may coordinate internally to identify and respond to the relevant information.