

OXO TOWER RESTAURANT

Privacy & Cookies Policy

Last updated: 15 October 2026

1. Introduction

At OXO Tower Restaurant, Brasserie & Bar, we are committed to protecting your personal information and respecting your privacy.

This Privacy & Cookies Policy explains how we collect, use, store and protect your personal data when you visit our website, make a reservation, purchase a gift voucher, subscribe to our communications or visit our venues.

We process personal information in accordance with applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Who We Are

OXO Tower Restaurant, Brasserie & Bar is located at:

OXO Tower Wharf
Barge House Street
London SE1 9PH

Legal entity: Fallow Restaurant Ltd
Data controller: Fallow Restaurants Ltd
Contact email: info@oxorestaurant.com

For the purposes of this policy, references to “we”, “us” and “our” mean the organisation responsible for operating OXO Tower Restaurant, Brasserie & Bar.

3. Information We Collect

We may collect the following personal information when you interact with our services:

- Personal details: Name, email address, telephone number, postal address and date of birth where provided.
- Reservation information: Booking dates, party sizes, dining preferences, special occasions and reservation history.
- Guest preferences: Dietary requirements, allergies, seating preferences and other information voluntarily provided to us.
- Transaction information: Purchases, gift vouchers, events and payment-related records.
- Marketing preferences: Newsletter subscriptions, communication preferences and marketing consent.
- Website information: IP addresses, browser information, cookies and website usage data.

- Correspondence: Information shared when contacting us by email, telephone, social media or through our website.

We only collect information that is necessary for the purposes outlined in this policy.

Where information relates to allergies, health or other sensitive matters, we take additional care in how it is processed.

4. How We Use Your Information

We use your personal information to:

- Manage reservations and provide our dining services.
- Confirm, amend or cancel bookings.
- Respond to enquiries, requests and feedback.
- Manage gift voucher purchases and redemptions.
- Record guest preferences to improve future visits.
- Communicate important information about your reservation.
- Send marketing communications where permitted.
- Improve our website, services and guest experience.
- Meet legal, regulatory and accounting obligations.
- Maintain the security of our premises, systems and services.

We may also use anonymised information to understand guest behaviour and improve our business operations.

5. Our Legal Basis for Processing Your Information

Under UK GDPR, we rely on the following legal bases when processing personal information:

Contractual necessity: Where information is required to manage reservations, purchases or other services you request.

Legitimate interests: Where processing is necessary to operate and improve our business, maintain guest relationships and provide efficient services, provided those interests are not overridden by your rights.

Consent: Where you have agreed to receive marketing communications or permitted optional cookies.

Legal obligations: Where we must retain or disclose information to comply with applicable laws.

Where we process special category information, such as health-related dietary requirements, we will identify and rely on an appropriate additional legal condition.

6. Reservations & Guest Information

When you make a reservation at OXO Tower Restaurant, Brasserie & Bar, we may collect your name, contact details and relevant booking preferences.

We use SevenRooms as our reservation and guest management platform.

Information collected through reservations may be used to:

- Confirm and manage bookings.
- Send reservation reminders and updates.
- Record dining preferences and special occasions.
- Improve your experience during future visits.
- Manage cancellations and guest enquiries.

Guest information may be accessible to authorised members of our restaurant and reservations teams.

7. Marketing Communications

We may send you information about upcoming events, seasonal menus, dining experiences, special offers and other news from OXO Tower Restaurant, Brasserie & Bar.

We will only send electronic marketing communications where we have the appropriate consent or another lawful basis permitted under applicable marketing regulations.

You can unsubscribe from marketing emails at any time using the unsubscribe link included in our communications.

You may also contact us directly to update your marketing preferences.

8. Sharing Your Information

We do not sell your personal information.

We may share information with trusted third-party providers where necessary to deliver our services.

These may include:

- Reservation and guest management platforms, including SevenRooms.
- Gift voucher and payment processing providers.
- Email marketing and communication platforms.
- Website hosting and technical support providers.
- Analytics and website performance services.
- Professional advisers and regulatory authorities where required.

Where third parties process personal information on our behalf, we require appropriate contractual and security safeguards.

Where personal data is transferred outside the UK, we ensure appropriate safeguards are in place as required by applicable data protection legislation.

9. How Long We Keep Your Information

We retain personal information only for as long as necessary for the purposes for which it was collected, including any legal, accounting or regulatory requirements.

Retention periods may vary depending on the type of information and the services provided.

Where personal information is no longer required, we will securely delete or anonymise it.

You may request the deletion of your personal information, subject to any legal obligations requiring us to retain certain records.

10. Your Data Protection Rights

Under UK data protection legislation, you have certain rights regarding your personal information.

These may include the right to:

- Access the personal information we hold about you.
- Request correction of inaccurate information.
- Request deletion of your personal information.
- Restrict or object to certain processing activities.
- Request the transfer of your personal information where applicable.
- Withdraw consent where processing is based on consent.

To exercise your rights, please contact:

info@oxorestaurant.com

We may need to verify your identity before processing certain requests.

You also have the right to raise a complaint with the Information Commissioner's Office (ICO).

11. Cookies & Website Tracking

Our website uses cookies and similar technologies to support website functionality, understand visitor activity and improve the online experience.

Cookies are small text files stored on your device when you visit a website.

We may use:

Essential cookies: Required for the website to function correctly.

Analytics cookies: Help us understand how visitors interact with our website.

Functional cookies: Support features such as reservation widgets and user preferences.

Marketing cookies: May be used to measure advertising performance and deliver relevant communications.

Where required, we will request your consent before placing non-essential cookies on your device.

You can manage your cookie preferences through our website's cookie consent settings.

You can also adjust your browser settings to block or delete cookies, although this may affect certain website features.

12. Third-Party Websites & Services

Our website may contain links to third-party websites, including reservation platforms, gift voucher providers and social media channels.

These third parties may operate their own privacy and cookie policies.

We encourage you to review their policies before providing personal information.

We are not responsible for the privacy practices of websites operated independently of OXO Tower Restaurant, Brasserie & Bar.

13. Children's Privacy

Our services are not specifically directed at children.

Where we collect personal information relating to children, we will take appropriate steps to protect that information and obtain parental or guardian consent where legally required.

14. Security of Your Information

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

Access to guest information is restricted to authorised personnel and service providers who require it for legitimate business purposes.

15. Changes to This Policy

We may update this Privacy & Cookies Policy periodically to reflect changes in our services, technology or legal obligations.

The latest version will always be available on our website.

Where changes materially affect how we process personal information, we will take appropriate steps to inform affected individuals.

16. Contact Us

If you have any questions about this Privacy & Cookies Policy or how your personal information is handled, please contact:

OXO Tower Restaurant, Brasserie & Bar
OXO Tower Wharf
Barge House Street
London SE1 9PH

Email: info@oxorestaurant.com