

# Privacy Policy – Alive.

*Last updated: January 2026*

Alive. worth eating (“Alive.”, “we”, “us”) respects your privacy and is committed to handling your personal data with care, clarity, and intention.

This policy explains what information we collect, why we collect it, and how we use it.

## 1. Information We Collect

We collect only what is necessary to provide a thoughtful and reliable experience.

This may include:

- Contact information (such as your email address) when you sign up for updates or register interest
- Basic usage data (such as page views or device type) to understand how our website is used
- Information you voluntarily share with us through forms or questionnaires

We do **not** sell personal data and we avoid collecting unnecessary or intrusive information.

## 2. How We Use Your Information

We use your information to:

- Communicate with you about Alive. (updates, openings, invitations)
- Improve our website and digital experience
- Understand interest in our concept and offerings
- Support future personalised experiences, where explicitly opted into

Our approach reflects our broader philosophy: **guided choice, not exploitation**.

## 3. Legal Basis for Processing (GDPR)

If you are located in the EU or UK, we process personal data based on:

- Your **consent** (e.g. when you sign up or submit a form)
- **Legitimate interests**, such as improving our services, provided these do not override your rights

You can withdraw consent at any time.

## 4. Cookies & Analytics

Our website may use minimal cookies or analytics tools to understand how people interact with it.

These help us:

- Improve clarity and usability

- Reduce friction
- Design better experiences

Where required, we will ask for consent before using non-essential cookies.

## **5. Sharing Your Data**

We only share data when necessary and responsibly, for example with:

- Trusted service providers who help us operate our website or communications
- Legal or regulatory authorities if required by law

All partners are expected to respect confidentiality and data protection standards.

## **6. Data Retention**

We keep personal data only for as long as it is needed for the purpose it was collected. When data is no longer required, it is securely deleted or anonymised.

## **7. Your Rights**

Depending on your location, you may have the right to:

- Access the personal data we hold about you
- Correct inaccurate information
- Request deletion of your data
- Withdraw consent
- Object to certain types of processing

You can make a request at any time by contacting us.

## **8. Data Security**

We take reasonable technical and organisational measures to protect your data from loss, misuse, or unauthorised access.

No system is perfect, but care and responsibility guide our approach.

## **9. Updates to This Policy**

We may update this privacy policy from time to time to reflect changes in our practices or legal requirements. The most current version will always be available on this page.