

1. Who We Are

Taste Me Up Ltd ("Taste Me Up", "we", "us" or "our") is a UK catering and events business. For data protection purposes, Taste Me Up Ltd is generally the controller of personal data collected and used in connection with our website, enquiries, bookings and services.

Contact details for privacy enquiries are available through the contact details published on our website.

2. Information We Collect

We may collect personal information such as your name, email address, telephone number, billing details, event date, venue, guest numbers, event requirements, correspondence, booking information and other information you choose to provide.

We may also receive information from other people involved in an event, such as an organiser, venue or event professional, where appropriate and lawful.

Our website may automatically collect technical information such as IP address, browser type, device information, pages visited and general website usage information through cookies or similar technologies.

3. Dietary and Allergy Information

Clients may provide information about allergies, intolerances and dietary requirements so that we can plan and safely deliver catering services. Some information may reveal information about a person's health and may therefore require additional care under data protection law.

We ask clients to provide only information that is necessary for the catering service and to communicate relevant dietary information accurately. Where a particular legal basis or additional condition is required for processing such information, we will seek to rely on an appropriate lawful basis and, where necessary, obtain the relevant consent.

4. How We Use Personal Information

We use personal information to respond to enquiries, prepare quotations, communicate with clients, administer bookings, deliver catering and event services, process payments, manage suppliers and venues, comply with legal obligations, keep business records, resolve complaints and protect our business.

We may also use information for direct marketing where permitted by law. You can opt out of marketing communications at any time.

5. Lawful Bases

Depending on the circumstances, we may process personal information because it is necessary to take steps at your request before entering into a contract, because it is necessary to perform a contract, because we have a legal obligation, because it is necessary for our legitimate interests, or because you have given consent where consent is required.

Where we rely on consent, you can withdraw that consent at any time. Withdrawal does not affect processing carried out before consent was withdrawn.

6. Who We May Share Information With

We may share relevant information with service providers and professional advisers who help us operate our business, such as website and technology providers, payment providers, accountants, insurers, venues, event suppliers, delivery or logistics providers and other contractors where necessary to provide our services.

We only share information where there is an appropriate reason and, where required, an appropriate contractual or legal safeguard. We do not sell personal information.

7. International Transfers

Some service providers may process information outside the United Kingdom. Where this occurs, we will take appropriate steps to ensure that any transfer is carried out in accordance with applicable data protection law.

8. How Long We Keep Information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, including to provide services, maintain business and accounting records, deal with disputes and comply with legal and regulatory obligations.

Retention periods vary depending on the type of information. We will securely delete or anonymise information when it is no longer required.

9. Security

We take reasonable technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure. However, no method of transmission or storage can be guaranteed to be completely secure.

10. Your Data Protection Rights

Subject to applicable legal conditions and exemptions, you may have rights to request access to your personal information, correction of inaccurate information, deletion, restriction of processing, objection to processing, data portability, and withdrawal of consent where consent is the lawful basis.

You may also have rights relating to automated decision-making and profiling where applicable.

11. Marketing

If you receive marketing communications from us, you can unsubscribe using the method provided in the communication or contact us directly. We will respect applicable rules concerning electronic marketing and consent.

12. Cookies and Similar Technologies

Our website may use cookies and similar technologies for essential functionality, preferences, analytics, security and, where applicable, advertising or marketing.

Where consent is required for non-essential cookies or similar technologies, we will ask for consent through an appropriate cookie mechanism. You can manage your preferences through the cookie controls made available on the website.

Further information about cookies should be provided in our Cookie Policy. The Information Commissioner's Office states that non-essential cookies generally require informed consent before they are set.

13. Third-Party Websites

Our website may contain links to third-party websites or platforms. We are not responsible for the privacy practices of those third parties. You should review their privacy notices before providing personal information to them.

14. Complaints

If you have concerns about how we use your personal information, please contact us first so that we can investigate and respond.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's data protection regulator, if you believe your data protection rights have been infringed.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business, technology or legal requirements. The latest version will be published on our website.

16. Effective Date

Effective date: 17 August 2026.