



## Mystery Eyes Ltd - Terms & Conditions for Mystery Visitors

*We know this is the boring bit, but it is important so please get yourself a brew, make yourself comfy and take a few minutes to read it through.*

**Rules for Mystery Visits** (*Please take time to read this now so you know exactly what we need from you and what you can expect from us*)

- Applicants must be over 18 years of age.
- Completing an online registration form does not guarantee a 'mystery visit' will be allocated to the applicant.
- Visits are allocated based on proximity to the location, the profile you give us about yourself (why you visit the pub or retail site and your pub or retail site likes) and how well you have completed previous mystery visits. The visits are only set when a pub or retail site needs a visit therefore visit numbers are limited.
- The application form must be fully completed to qualify for a 'mystery visit'.
- Mystery Customers must fulfill the full requirements of the visit to gain their reward. We recommend that you phone the pub ahead of your visit to ensure that the pub is open and serving food at your intended visit time. Incomplete or unfulfilled visits will not be rewarded. Or for retail sites you must check opening times. Incomplete or unfulfilled visits will not be rewarded.
- You will need to look at the pub or retail sites details online before your visit and you must visit within the advertised opening hours.
- If you wish to dine you must book a table in advance as we cannot pay for visits where you are unable to dine due to the pub being fully booked or not serving food that day.
- All area's must be assessed so all visits must include a visit to the toilet and the outdoor / smoking areas. Where applicable.
- Reports submitted without comments or with sparse comments can be rejected as not meeting the required standard for payment. You will be given the opportunity to add more comments to your report and resubmit it.
- We may also contact you via phone to ask you for more information.



- Payment is dependent on the individual assignment and you will be given full details as it is allocated to you. The usual reimbursement is around £30 - £60 pounds for food visits and £10 for a drink only purchase. All details for retail visits will be on your visit allocation brief.
- Payment is made within two weeks of your report being submitted.
- You will be informed in advance if payment is made in cash or by vouchers. There is no alternative available. A visit payment is only in the format in which it is set.
- For cash payments you can choose between a bank transfer or PayPal.
- Mystery Visits are allocated as:

#### **For Pub Visits**

- Drink purchase essential
- Food purchase preferred. Drink purchase essential (for these assignments we would like to hear about the food offer and service BUT the pub may only serve food at certain times or may vary it's offer seasonally therefore we cannot guarantee food will be available) For these visits where a drink is purchased only the drink allowance will be paid BUT if food is purchased the higher food/ drink allowance will be paid.
- Food and drink purchase essential
- Essential purchase – We will notify you of what this may be e.g. It could be to buy a specific brand of drink.

#### **For Retail Visits**

- Essential Purchase - We will notify you of what this may be, it could be to buy a specific item.

Please only accept visits where you are willing to make the relevant purchase. You will always know these details before accepting a visit.

- For the food purchase allowance to be claimed you must purchase at least one main course from the menu. An order of a dessert, side, crisps, nuts etc. will not qualify.
- The pub assigned to the agent is not negotiable. However, mystery customers can select mystery visits from a list of "open" visits.



- All Mystery Eyes Visitors **MUST** remain anonymous and not identify themselves as a mystery visitor at the time of their visit or at any other time.
- The questionnaire must be completed within 24 hours of the visit. After this time we will be unable to accept the report.
- Results of mystery visits must not be shared on any social media.
- No alternative method of payment is available.
- By signing up to be a mystery visitor you agree that we may e-mail you and on occasions call you regarding the mystery visit programme only.

## **Now the privacy statement**

At Mystery Eyes Ltd protecting your privacy is very important to us. Our goal is to treat the personal information you provide to us with the utmost respect, and in accordance with the law.

Mystery Eyes is a reputable and moral company. We take our responsibilities seriously. We want to reassure you that we are not in the business of selling, renting or sharing e-mail lists with third parties. We just don't do that sort of thing! We have tried to be as clear as possible about what we do with your personal details below but put quite simply – we don't share them with anyone.

(But here is the legal bit...) We may in exceptional circumstances share your information without your consent to third parties or individuals when obliged to do so by law i.e. for the purpose of national security, criminal investigations or if we reasonably believe you might be breaking the law and such disclosure is allowed under the relevant laws, including data protection law.





## Who are we?

If you need to contact us Andrea Roberts is our data controller and she can be contacted by e-mail [andrea@mysteryeyes.co.uk](mailto:andrea@mysteryeyes.co.uk) by writing to her at

Mystery Eyes Ltd  
1 Richmond Road  
St Annes on Sea  
Lancashire  
FY8

Andrea will always be happy to answer questions on how your data is held. You have a right to request the data we hold for you and this will be provided in CSV (or similar) format within 30 working days of a written request. Any repetitive or excessive requests will be subject to an administration fee of £30.

If you believe we have not upheld your rights, you may contact the regulator and lodge a complaint with the Information Commissioners Office [www.ico.org.uk](http://www.ico.org.uk).

## What Information do we collect? And why do we need personal data?

We ask for your personal details when you register so that we can match you to appropriate mystery visits. This information is then stored on our secure server – you will see the site is https:// protected which means all data transferred from your browser to our database is fully encrypted.

If we don't store this data, then we would not be able to offer you appropriate mystery visits.

As you submit reports we also build up a personal history for you. Which includes the pub operators, breweries or retail operators you have visited, the dates you visited them and how your report was rated. We also track the visits you were offered but did not accept so that we don't keep offering you something that you don't want.



We track which reports you have done but this is never revealed to the pub or retail site. Your reports the them are always anonymous. We ask you not to attach any photos of yourself to your reports.

We will e-mail you when we have mystery visits you may be interested in and to send you updates on your mystery visits. From time to time we will also send you group e-mails to tell you of key mystery visit activity or any changes we are making.

## **Your right to amend data**

You can log on and update your profile at any point.

If you wish for your profile to be deleted, please just click the account deactivation request link. Your account will then be deleted within 3 working days. OR just let us know by e-mail and we will also ensure your account is deleted in 3 working days. At this point your personal details are fully erased.

## **Cookies**

Cookies are small pieces of data stored by your Internet browser on your computer's hard drive, which permits us to recognise you when you access this site. If you are browsing, a cookie is used to help us measure the number of visits, average time spent, page views, and other statistics relating to your use of this Site. If you are searching, a cookie is used to carry the search request data from the request page to the results page. This cookie, by itself, doesn't tell us your email address or who you are.

After you register or log on cookies can be set by your choice to speed up the process allowing the Site to remember you.

Full details of what cookies are used on the site can ve viewed on the Cookies page, linked to in the footer of the Site.



When you visit the Site you will be given a choice to accept all cookies which help us to get anonymous analytics on usage meaning we can improve our service to you or just the necessary ones which help the site function.

## **How we look after your data**

We will protect the data that you entrust to us via appropriate security measures and controls. We will take appropriate technical precautions to prevent loss, misuse or alteration of your personal data.

We will ensure your data is secured in transit between the browser and our server and protect the data on the server leveraging Microsoft Azure's security infrastructure only allowing access from ourselves and our web developer. Measures are in place blocking access from any other organisations and the data is never shared with anyone not involved with Mystery Eyes.

We will monitor and update our processes and systems to remain compliant with information security standards and relevant data protection regulations.

## **Still have unanswered questions?**

If there is anything that you feel we have not answered or you would like clarification on, then please get in touch [andrea@mysteryeyes.co.uk](mailto:andrea@mysteryeyes.co.uk)