

McDonald's Restaurants Limited

Franchisee Applicant Privacy Statement

Last updated: 11 November 2025

Introduction

McDonald's Restaurants Limited (registered office: 11/59 High Road, East Finchley, London N2 8AW) ("McDonald's" or "we", "us" or "our") is committed to respecting the personal data of individuals, including our franchisee applicants.

Scope

This Privacy Statement applies to prospective applicants located in the UK and Republic of Ireland applying to become a McDonald's franchisee.

This Privacy Statement describes how we will make use of your personal data when you register for a Franchisee Open Day or make a franchise application (each an "**Application**"). It also describes your data protection rights, including a right to object to some of the processing which we carry out. More information about your rights, and how to exercise them, is set out in the "Rights" section.

For the purposes of applicable data protection law, McDonald's is the "data controller" of your personal data.

Personal Data we collect from you

We collect personal data from you when you make an Application. This includes personal data provided by you:

- in applying for, and in the course of attending, a McDonald's Franchisee Open Day;
- in any of our formal Application documents (including the Application Form and Statement of Net Worth and Personal Affairs); and
- through the course of the Application process (including during interviews and presentations).

At different stages in the Application process the personal data we collect includes:

- your name and contact details;
- educational history, work history and skills;
- information contained in a psychometric test profile;
- information evidencing your right to reside and operate a business in the UK and Republic of Ireland (including information about your immigration status where relevant);
- financial information (including concerning your income, investments, and financial assets and liabilities);
- geographical preferences;
- interests, hobbies and community involvement;
- family information;
- photographs; and
- all other information you choose to provide to us during the course of the application.

Where you provide us with other people's personal data (e.g. family members), please ensure that you provide them with this Statement.

Personal Data we collect from third parties

We will also receive information about you from third parties. In particular, we undertake various background checks on applicants which involves obtaining personal data via third party background check providers from credit reference agencies and public sources, including the Disclosure and Barring Service, Disclosure Scotland and Access Northern Ireland. We will undertake checks to verify that the information you provide to us during the Application process is correct, and to check your financial probity and media coverage about you. The information we obtain through these checks may include

collecting information regarding criminal convictions and offences. We also use a third party to carry out a psychometric test profile.

How We Use this Information and the Legal Basis for this Use

We process your personal data for the following purposes:

- As required to operate our business and to pursue our legitimate interests, in particular to:
 - assess your Application and ensure your suitability to operate a McDonald's franchise;
 - check your right to reside and operate a business in the UK;
 - to answer your enquiries through the course of the Application process;
 - correspond with you on your Application including any application to attend a Franchisee Open Day;
 - carry out the background checks referred to above;
 - improve our Application and restaurant processes and activities; and
 - otherwise conduct the administration of our business.
- In order to comply with applicable laws and protection of our legitimate business interests and legal rights including but not limited to, use of your personal data in connection with legal claims, compliance, regulatory investigative purposes (including disclosure of such information in connection with legal process or litigation).
- As otherwise required to enter into and perform the franchise agreement with you.

Special Categories of Personal Data and Criminal Offence Information

Certain categories of data are considered “special categories of personal data” and, as well as criminal offence information, are subject to additional safeguards. McDonald's limits the special categories of personal data which it processes as follows:

- **Health information**

We may process information about your physical or mental health in compliance with our legal obligations, including our obligations owed to disabled applicants.

We will always treat information about health as confidential, and it will only be shared internally where there is a specific and legitimate purpose to do so. We have implemented appropriate physical, technical, and organisational security measures designed to secure your personal data against accidental loss and unauthorised access, use, alteration, or disclosure.

- **Equal Opportunities Monitoring**

McDonald's is committed to providing equal opportunities for franchisees and from time to time it will process information relating to ethnicity, gender identity, sexual orientation, age, disability and socioeconomic background, for the purposes of equal opportunities monitoring. For applicants in Northern Ireland, McDonald's will also process information relating to religion and gender as required by the Fair Employment (NI) Order 1998.

We have implemented appropriate physical, technical, and organisational security measures designed to secure your personal data against accidental loss and unauthorised access, use, alteration, or disclosure.

In addition, this monitoring will always take place in accordance with appropriate safeguards as required under applicable law, including that:

- the provision of information relating to ethnicity, gender identity, sexual orientation, age, disability and socioeconomic background will be voluntary and processed for this purpose only with your consent;
- wherever possible, the monitoring will be conducted on the basis of using anonymised data so individual applicants cannot be identified.

- **Criminal Offence Information**

Given the nature of our business and in compliance with our legal and regulatory obligations, we will collect information about your criminal convictions' history as part of the Application process. We are entitled to carry out a criminal records check in order to satisfy ourselves that there is nothing in your criminal convictions history which makes you unsuitable to become a McDonald's franchisee.

We will always treat criminal offence information as confidential, and it will only be shared internally where there is a specific and legitimate purpose to do so. We have implemented appropriate physical, technical, and organisational security measures designed to secure your personal data against accidental loss and unauthorised access, use, alteration, or disclosure.

Our lawful basis to process these special categories of personal data are our legitimate business interest to ensure an applicant is suitable to be a McDonald's franchisee and our additional processing conditions are that the processing is necessary for the purposes of identifying or keeping under review the existence or absence of equality of opportunity or treatment, preventing fraud or protecting the public against dishonesty.

Disclosure of Your Personal Data

Personal data may be shared with government authorities and/or law enforcement officials if required for the purposes above, if mandated by law or if required for the legal protection of our legitimate interests in compliance with applicable laws.

Personal data will also be shared with our third-party service providers, who will process it on our behalf for the purposes identified above. Such third parties include providers of our IT systems, and the supplier that facilitates the verification and background checking and the psychometric test profile referred to above.

In the event that our business is sold or integrated with another business, your personal data may be disclosed to our advisers and any prospective purchaser's adviser and will be passed to the new owners of the business.

Your name will be shared with hotels and venues that we use for Franchisee Open Days or that we book for you to accommodate you during particular training courses, together with any external training providers running such courses.

Your name will be shared with other franchisees who we arrange to meet you to inform you more about life as a McDonald's franchisee.

In the event that you undertake an in-restaurant evaluation at a franchised restaurant, your name and uniform size will be shared with the franchisee and management team of that restaurant.

Like many global businesses, we have both centralised and outsourced various aspects of our business to improve how we manage and administer our franchisee recruitment programme. As a result, the information that you submit on our website (including via the Application Form) is transferred via McDonald's Corporation in the United States, which hosts all information on our website. Your personal data is adequately protected by the UK Government approved standard contractual clauses or the UK extension to the EU-US Data Privacy Framework.

In the event your application to become a franchisee is successful and you enter into a franchisee Agreement with us, we may share your name and contact details with any head landlord of any restaurant which we offer you the opportunity to run.

Rights

We will always seek to process your personal data in accordance with our obligations and your rights. You will not be subject to decisions based solely on automated data processing without your prior consent.

In certain circumstances, you have the **right to seek the erasure** or **correction** of your personal data, to **object** to particular aspects of how your data is processed, and otherwise to **seek the restriction of the processing** of your personal data. You also have the **right to request the transfer** of your personal data to another party in a commonly used format.

You have a separate **right of access** to your personal data processed by McDonald's. You may be asked for information to confirm your identity and/or to assist McDonald's to locate the data you are seeking as part of McDonald's response to your request.

These **rights may be limited**, for example if fulfilling your request would reveal personal data about another person, or if you ask us to delete information which we are required by law to keep or have compelling legitimate interests in keeping.

To exercise any of these rights, you can get in touch with us using the details set out below. If you have unresolved concerns, you have the **right to complain** to the Information Commissioner's Office (ICO) by going to the ICO's website: <https://ico.org.uk/concerns/> or contacting the ICO on 0303 123 1113 or [casework@ico.org](mailto:caserwork@ico.org).

Retention of Your Personal Data

If your Application is ultimately successful, the personal data provided to us through the course of the Application will be retained by McDonald's during the term of your franchise agreement and for a short period thereafter.

If your Application is unsuccessful your personal data will be deleted after 2.5 years from the point you are informed that your Application has been unsuccessful. We shall also delete any partially completed Application (saved on the account you created) 2.5 years from the date that you last amended the Application.

Contact Us

If you wish to exercise any of your legal rights, or have any other questions about this Privacy Statement, you can reach us via our [Privacy Web Form](#) or by writing to us at:

Attention: Data Protection Office, McDonald's Restaurants Limited, 11-59 High Road, East Finchley, London N2 8AW UK