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Restaurants Still Own Their Guest Data. Now They Get More From It with DoorDash



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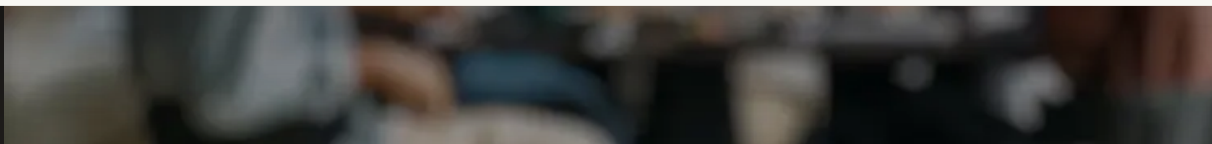
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Since announcing the [DoorDash acquisition of SevenRooms](#), we've heard from a number of restaurant partners with questions about guest data and in particular, whether anything has changed around ownership of first-party data.

We want to be clear:

Restaurants continue to solely own their first-party guest data. That hasn't changed.

Restaurants fully own and control the guest data that comes from their first-party channels, including:

- ✓ Reservations made through the SevenRooms booking widget on their website
- ✓ Bookings from Google listings and Google Reserve
- ✓ The many other first-party reservation integrations SevenRooms supports

There is no transfer of ownership or sharing of this data with DoorDash—it remains with



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At the same time, restaurants can benefit from DoorDash's scale and insights without giving up ownership of their guest relationships.

What's new: DoorDash insights, added to SevenRooms

By bringing [DoorDash](#) and SevenRooms together, restaurants can now see a more complete picture of their guests across both in-restaurant and online experiences.

Restaurants now automatically have access to proprietary DoorDash-specific signals to guest profiles, like whether someone is a *Local* or a highly engaged *Elite Orderer*. This proprietary DoorDash data gives our customers an unmatched level of insight on their guests and new ways to identify high-value customers.

For the first time, restaurants can learn something meaningful about a guest even before their first visit. Knowing who your locals and potential regulars are helps you deliver better hospitality and build loyalty faster.

If you use DoorDash's [first-party online ordering products](#), you can now connect online ordering activity directly to the guest profile including what guests order and how much they spend over time.



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How we handle third-party reservations

Reservations that come from [DoorDash Reservation Marketplace](#) are treated the same way as other third-party reservation providers that we integrate with.

Restaurants can access guest information for operational purposes, and can use that data for marketing when a guest opts in. This is an industry standard, and one we respect.

Built for choice and trust

We believe restaurants should have real choice both first-party and third-party options and clear rules around how guest data is used. Restaurants keep ownership of their first-party data, gain more insight into their guests, and benefit from seeing reservations and ordering together in one place.

Our goal is simple: help restaurants grow and build stronger guest relationships, on their terms.

Alicia Page, Head of Product & Co-Founder, SevenRooms



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