

STAGS HEAD EVENTS PRIVACY POLICY

Dated: 21st October 2021

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Stags Head Events Limited is committed to protecting your personal data and handling it responsibly.

This policy covers the personal data that we collect whenever you interact with us, including when you use our website, book and attend our events and when you correspond with us (via email or by telephone). The policy also covers the way in which we store your personal data. By registering to receive email notifications of our events and special offers or by booking to attend one of our events either as a trader or visitor we will process your personal data in accordance to our privacy policy.

Information that we may collect:

We collect personal data from your interactions with us, such as when you engage with our website, attend an event or when you email or telephone us. The personal data we collect from you includes:

- ❖ The name and contact details that you provide when you register to attend our event either as a visitor, trader or as a service provider.
- ❖ Your payment and address details
- ❖ Your marketing preferences, including any consents you have given us
- ❖ Your communications with us via email, telephone or verbally
- ❖ Vehicle details for the purpose of security (traders only)

We collect information about you visiting our website and how you use it. This may include your IP address, geographical location, device information, browser type, referral source, length of visit, operating system, number of page views, which pages you viewed and similar information. This information may be collected by a third-party website analytics service provider on our behalf and/or may be collected using cookies. This data is not shared.

How we use your personal data:

- ❖ For general administration and organisation of our events including contacting you to advise of set up arrangements for the day, taking payments, issuing trader packs and advising of any cancellations or changes in information to our events. By registering to trade at our event you consent to this information being given to you either via email, post or telephone.
- ❖ To keep in contact about future events. This will be in the form of email, post or telephone to ensure that you have accurate information regarding our events thus allowing you to make informed choices.
- ❖ Email data is stored to enable us to keep you up to date with special offers including trader discounts, ticket purchases, discounted admission and early booking schemes. Within our emails we will provide an unsubscribe option on all marketing emails.
- ❖ To comply with all legal requirements including fire safety, health and safety, personal injury and emergency situations whereby personal data may need to be stored as a legal obligation.

Third Parties:

We do not collect any further information from any other source and likewise we do not share any of your personal information with any other source unless in emergency situations including illness or accident whilst attending one of our events. In this situation personal information will only be shared with emergency services.

Cookies:

We use cookies to ensure that you get the most out of our site. Cookies are small text files which we store on the device you use to access the site. Cookies allow us to monitor your use of the software and simplify your use of the site. For example, a temporary cookie is also used to keep track of your "session". Without that temporary cookie (which is not stored after you quit your browser) you would have to log on every time you access a new page.

If you do not wish for cookies to be installed on your device, you can change the settings on your browser or device to reject cookies. For more information about how to reject cookies using your internet browser settings please consult the "Help" section of your internet browser (or alternatively visit <http://www.aboutcookies.org>). Please note that, if you do set your Internet browser to reject cookies, you may not be able to access all the functions of our website.

How we store your data and how long we keep it for:

We use a variety of technological and operational security measures to protect your information against any unauthorised access to, unlawful use of, and modification and destruction of any personal data we store.

We will retain your information for as long as is necessary to provide you with the services that you have requested from us, or for as long as the law otherwise permits. Where you have not participated, attended or registered to attend or participate in one of our events within a two-year timeframe, we will delete your data, unless we have an obligation to retain it for longer (for example for taxation purposes). As Guildhall Fairs operates within the EU, our servers are inside the European Economic Area (EEA) and all personal data will be stored on these servers.

Your rights in relation to your Personal Data

You have the right to:

- Request a copy of the personal data that we keep about you, by making a request in writing to the Data Protection Officer, Stags Head Events, 48 Ferndale, Birch Green, Skelmersdale, Lancashire, WN8 6QZ
- Contact the Data Protection Officer if you are concerned that any of the information we hold on you is incorrect, to have that data corrected.
- Contact the Data Protection Officer to ask us to stop processing your data or withdraw consent where we are relying on consent as the legal basis for any processing of your data.
- Contact the Data Protection Officer to request that we delete your personal data.
- To lodge a complaint with the data protection authorities if you believe we have not complied with any applicable data protection law. In the UK, the relevant authority is the Information Commissioners Office, you can find their details at www.ico.org.uk.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time. Updated privacy policies will be updated on our website and can be sent to you upon request.