

# A-Capella 360 Ltd - Privacy Policy

**Last Updated: October 2024**

A-Capella 360 Ltd ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy outlines how we collect, store, use, and protect your personal data in compliance with UK data protection laws, including the Data Protection Act 2018 and the UK General Data Protection Regulation (UK GDPR).

By interacting with A-Capella 360 Ltd, purchasing tickets, subscribing to our services, or engaging with us at events, you agree to the terms outlined in this Privacy Policy.

## 1. Who We Are

A-Capella 360 Ltd is a company registered in the United Kingdom specialising in live music events, artist development, and entertainment. We are the "data controller" responsible for processing your personal data when you interact with us.

## 2. What Information We Collect

We collect personal data from you in the following ways:

### a) Information You Provide:

- **Contact Information:** When you register for an event, subscribe to our newsletter, or contact us directly, we may collect personal data such as your name, email address, phone number, and postal address.
- **Payment Information:** For ticket purchases and transactions, we collect payment details such as your billing address and payment card details. However, we do not store your card details as payments are processed securely by third-party providers.
- **Event-Specific Information:** When you purchase event tickets, we may ask for additional details like dietary preferences (if relevant for the event) or accessibility needs.

### b) Automatically Collected Information:

- **Device and Browser Information:** We may collect technical data about your device, IP address, browser type, and version, time zone setting, and operating system.
- **Cookies and Tracking Technologies:** Our website uses cookies to collect data about your interaction with our website, which helps improve our services. Please see our Cookie Policy for more details.

### c) Information from Third Parties:

- We may receive personal data about you from third parties such as ticketing platforms (e.g., Dice), payment processors, and event partners.

### 3. How We Use Your Information

We process your personal data for the following purposes:

- **To Process Transactions:** We use your data to process ticket purchases, send booking confirmations, and facilitate payments.
- **Event Management:** To ensure that you receive event details, updates, and relevant information before and after our events.
- **Customer Support:** We use your information to respond to inquiries or resolve issues.
- **Marketing and Communications:** If you've opted in, we use your data to send you newsletters, promotional offers, and event updates. You can unsubscribe at any time.
- **Legal and Compliance Purposes:** To comply with legal obligations, such as financial record-keeping and fraud prevention.

### 4. Legal Basis for Processing Your Data

Under UK GDPR, we must have a lawful basis to process your personal data. The lawful bases we rely on are:

- **Contractual Obligations:** We process your personal data to fulfil our contract with you, for example, when you purchase tickets.
- **Legitimate Interests:** We process your data to manage our business and provide services, such as improving customer experience and managing event logistics.
- **Consent:** Where you have provided consent, for example, by subscribing to our newsletter, we will use your data for marketing purposes.
- **Legal Compliance:** We process your data where required by law, such as financial record-keeping.

### 5. How We Share Your Information

We will never sell your personal data. However, we may share your data with third parties in the following circumstances:

- **Service Providers:** We work with trusted third-party providers who help us deliver services, such as payment processors, email marketing platforms, and event management systems.
- **Legal Obligations:** We may disclose your data to comply with legal obligations, such as a court order or regulatory requirement.
- **Business Transfers:** In the event of a merger, acquisition, or asset sale, your personal data may be transferred to a third party as part of the transaction.

### 6. Data Security

We take appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, or misuse. Our security practices include encryption, access controls, and secure hosting environments.

While we strive to protect your data, no method of transmission over the internet or electronic storage is entirely secure. Therefore, we cannot guarantee absolute security.

## 7. Data Retention

We retain your personal data only as long as necessary for the purposes outlined in this Privacy Policy, or as required by law.

- **Marketing Data:** If you opt out of marketing communications, we will retain your contact details on a suppression list to ensure we do not contact you again.
- **Financial Data:** We retain transaction records for a minimum of six years to comply with tax and accounting requirements.

## 8. Your Data Protection Rights

Under the UK GDPR, you have the following rights:

- **Right to Access:** You can request a copy of the personal data we hold about you.
- **Right to Rectification:** You have the right to correct any inaccurate or incomplete data we hold about you.
- **Right to Erasure:** You can request the deletion of your personal data in certain circumstances.
- **Right to Restrict Processing:** You have the right to ask us to stop processing your data under certain conditions.
- **Right to Data Portability:** You can request that we transfer your personal data to another organisation.
- **Right to Object:** You have the right to object to our processing of your personal data.
- **Right to Withdraw Consent:** Where we rely on your consent to process your data, you can withdraw it at any time.

To exercise any of these rights, please contact us at [admin@acapella360.co.uk](mailto:admin@acapella360.co.uk).

## 9. Cookies

Our website uses cookies to collect data about your browsing activity. Cookies help us improve the functionality of our website and enhance your experience. You can manage or disable cookies through your browser settings.

## 10. Third-Party Links

Our website or communications may contain links to third-party websites. We are not responsible for the privacy practices or content of those third-party websites, and we encourage you to review their privacy policies.

## 11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time in response to changes in legal, regulatory, or operational requirements. We will notify you of any significant changes by posting the updated policy on our website or via email.

## **12. Contact Us**

If you have any questions about this Privacy Policy or how we handle your personal data, please contact us:

**A-Capella 360 Ltd**

Email: **[admin@acapella360.co.uk](mailto:admin@acapella360.co.uk)**