

Privacy notice for LBF Events Ltd

The data controller for LBF Events Ltd is the Marketing Manager.

What data we need

The personal data we collect from you includes:

- questions, queries or feedback you leave, including your email address if you contact us.
- your email address when you sign up to our email alerts
- how you use our emails - for example whether you open them and which links you click on from our mailshot campaigns

The basis for processing this data is to review the performance of our marketing campaigns.

Why we need it

We use Google Analytics software to collect information about how many use Llanbikfest.co.uk. We do this to help make sure the site is meeting the needs of its users and to help us make improvements.

Google Analytics stores information about:

- the amount of visits to llanbikfest.co.uk
- how a user got to the site

We do not collect or store your personal information (for example your name or address unless you give us prior consent, ie on a booking form) so this information cannot be used to identify who you are.

We also collect data in order to:

- gather feedback to improve our services, for example our email alerts
- respond to any feedback you send us, if you've asked us to
- send email alerts to users who request them
- allow you to access our services and make transactions
- provide you with information about our services if you want it

What we do with your data

The data we collect will not be shared with other organisations.

We will not:

- sell or rent your data to third parties
- share your data with third parties for marketing purposes

We will share your data if we are required to do so by law – for example, by court order, or to prevent fraud or other crime.

How long we keep your data

We will only retain your personal data for as long as:

- it is needed for the purposes set out in this document
- the law requires us to

In general, this means that we will only hold your personal data for a minimum of 1 year and a maximum of 7 years.

Children's privacy protection

Our services are not designed for, or intentionally targeted at, children. We do not intentionally collect or maintain data about anyone under the age of 18.

Where your data is processed and stored

We design, build and run our systems to make sure that your data is as safe as possible at any stage, both while it's processed and when it's stored.

Your personal data will not, throughout the course of its processing at LBF Events Ltd, be transferred outside of our systems.

How we protect your data and keep it secure

We are committed to doing all that we can to keep your data secure. We have set up systems and processes to prevent unauthorised access or disclosure of your data – for example, we protect your data using varying levels of encryption. Once a hard copy has been processed, it is destroyed and only stored using the above security procedure.

We also make sure that any third parties that we deal with keep all personal data they process on our behalf secure.

Your rights

You have the right to request:

- information about how your personal data is processed
- a copy of that personal data
- that anything inaccurate in your personal data is corrected immediately

You can also:

- raise an objection about how your personal data is processed
- request that your personal data is erased if there is no longer a justification for it
- ask that the processing of your personal data is restricted in certain circumstances

If you have any of these requests, get in contact with our Data Controller.

Links to other websites

Llanbikfest contains links to other websites.

This privacy policy only applies to LBF Events Ltd, and doesn't cover other services and sites that we link to. These links have their own terms and conditions and privacy policies.

Following a link to another website

If you go to another website from this one, read the privacy policy on that website to find out what it does with your information.

Following a link to LBF Events Ltd from another website

If you come to LBF Events Ltd from another website, we may receive information from the other website. We don't use this data. You should read the privacy policy of the website you came from to find out more about this.

Changes to this policy

We may change this privacy policy. In that case, the 'last updated' date at the bottom of this page will also change. Any changes to this privacy policy will apply to you and your data immediately.

If these changes affect how your personal data is processed, LBF Events Ltd will take reasonable steps to let you know.

Contact us or make a complaint

Contact the Data Controller if you:

- have any questions about anything in this document
- think that your personal data has been misused or mishandled

Data Controller
marketing@llanbikfest.co.uk
LBF Events Ltd
Llangollen Motorcycle Festival

PO Box 353

Abergele

LL18 9JB

Last updated 19 February 2020