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Introduction

This website and its owners take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website complies to all UK national laws and requirements for user privacy.

On 25th May 2018 the General Data Protection Regulation ((EU) 2016/679) (GDPR) comes into effect in the UK. This gives data subjects (living individuals in respect of whom personal data is processed) enhanced rights and protections in relation to their personal data. We are committed to safeguarding the privacy of the users of our services. Therefore, we have updated our Privacy Policy so we are completely clear as to what personal data we collect, why we collect that personal data, how we handle it and keep it safe.

We know that there's a lot of information here but we want you to be fully informed about your rights, and how Premier UK Events uses your data. We hope the following sections will answer any questions you have but if not, please do get in touch with us.

By visiting our website (www.premier-ltd.com) you are accepting and consenting to the practices described in this policy.

Explaining the legal bases we rely on

The law on data protection sets out a number of different reasons for which a company may collect and process your personal data, including:

Consent

In specific situations, we can collect and process your data with your consent.

Contractual obligations

In certain circumstances, we need your personal data to comply with our contractual obligations.

Legal compliance

If the law requires us to, we may need to collect and process your data.

Legitimate interest

In specific situations, we require your data to pursue our or your legitimate interests in a way which might reasonably be expected as part of running our business and which does not materially impact your rights, freedom or interests.

What classes as Personal Identifiable Information?

Personal Identifiable Information" (PII), PII is any information that can in some way link to identifying a person no matter how small for example include but at not limited to:

- Name and other names used
- Driver's license, Passports and other government identification numbers;
- Citizenship, legal status, gender, race/ethnicity;
- Birth date, place of birth;
- Home and personal mobile numbers;
- Personal email address, mailing and home address;
- Religious preference;
- Mother's middle and maiden names;
- Spouse information, marital status, child information, emergency contact information;
- Security clearance;
- Biometrics;
- Financial information, medical information, disability information;
- Law enforcement information, employment information, educational information;
- Office location;
- Business telephone number;
- Business email address;
- Badge number;

When do we collect your personal data?

We will collect your personal data on multiple occasions, examples include but are not limited to:

- When you enquire for a quotation
- When you speak to our team on our website chat
- When you order our service/products
- When you visit our website
- When you use our Magic Mirror photo booth, and use the text to phone service
- When you engage with us on social media
- When you review our service/products
- When you've given a third-party permission to share with us the information they hold about you
- When you visit our premises, which has CCTV systems. These systems may record your image during your visit.

When collecting your personal data, we'll always make clear to you which data is necessary in connection with a particular service.

What sort of personal data do we collect?

We will collect only personal data that is required to carry out the task in hand, example include but are not limited to:

- Full Name
- Address
- Email Address
- Phone Number
- Special Diets
- Payment details including card details

How long will we keep your data for?

Any personal data that we process will be deleted from our systems once we have completed the purpose for which we were processing the personal data. In some cases, the purpose for which we are processing your personal data will last for a considerable period (for example, if you are a long term customer of ours, we will need to store your data until our relationship with you comes to an end).

We may need to retain your personal data, where this is necessary to comply with our legal or regulatory obligations, or to protect the vital interests of another natural person. This period of time is called a retention period and varies different pieces of data.

At the end of that retention period, your data will be deleted completely unless Premier UK Events have legal obligations to adhere to. If you any questions about retention periods please contact our DPO, dpo@premier-ltd.com

Who do we share your data with?

We may need to share your personal information with certain selected third parties such as *our business partners, suppliers and sub-contractors for the purpose of performing any contract we have with you or them.*

When using a third party we will only provide the information they need to perform their specific services.

We will never share your data with third parties for their own purposes

Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Your personal data rights

You have the right to request:

- The right to be informed
- The right of access – in the form of a Subject Access Request
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object

You can contact us to request to exercise these rights at any time as follows:

To ask for your information please contact The Data Protection Officer, Premier UK Events Ltd, Unit 2, Rookery Lane, Thurmaston, Leicester, LE4 8AU or email DPO@premier-ltd.com. If we choose not to action your request we will explain to you the reasons for our refusal

How to withdraw your consent

Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.

Please contact **The Data Protection Officer, Premier UK Events Ltd, Unit 2, Rookery Lane, Thurmaston, Leicester, LE4 8AU or email DPO@premier-ltd.com**

Checking your identity

To protect the confidentiality of your information, we will ask you to verify your identity before proceeding with any request you make under this Privacy Notice.

If you have authorised a third party to submit a request on your behalf, we will ask them to prove they have your permission to act.

Contacting the regulator

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

You can contact them by calling 0303 123 1113. Or go online to www.ico.org.uk/concerns (opens in a new window; please note we can't be responsible for the content of external websites)

If you are based outside the UK, you have the right to lodge your complaint with the relevant data protection regulator in your country of residence.

Changes to our Privacy Policy

Any changes we make to our privacy policy in the future will be posted on this page. Please check back frequently to see any updates or changes to our privacy policy.

Use of Cookies

This website uses cookies to better the users experience while visiting the website. Where applicable this website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer / device.

Cookies are small files saved to the user's computer's hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website.

Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors.

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information [<http://www.google.com/privacy.html>].

Other cookies may be stored to your computer's hard drive by external vendors when this website uses referral programs, sponsored links or adverts. Such cookies are used for conversion and referral tracking and typically expire after 30 days, though some may take longer. No personal information is stored, saved or collected.

External Links

Although this website only looks to include quality, safe and relevant external links, users are advised adopt a policy of caution before clicking any external web links mentioned throughout this website.

The owners of this website cannot guarantee or verify the contents of any externally linked website despite their best efforts. Users should therefore note they click on external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Adverts and Sponsored Links

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, to whom may have detailed privacy policies relating directly to the adverts they serve.

Clicking on any such adverts will send you to the advertisers website through a referral program which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your computer's hard drive. Users should therefore note they click on sponsored external links at their own risk and this website and its owners cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Social Media Platforms

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

Shortened Links in Social Media

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy URLs [web addresses] (this is an example: <http://bit.ly/zyVUBo>).

Users are advised to take caution and good judgement before clicking any shortened URLs published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine URLs are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

Questions

We hope this Privacy Notice has been helpful in setting out the way we handle your personal data and your rights to control it.

If you have any questions that haven't been covered, please contact our Data Protection Officer who will be pleased to help you:

Email us on DPO@premier-ltd.com

Or write to us at
Data Protection Officer
Premier UK Events Ltd
Unit 2, Rookery Lane, Thurmaston, Leicester, LE4 8AU