

Privacy Notice

Data Controller

Any personal information provided to us or gathered by us is controlled by:

Brook Leisure Ltd

Should you wish to contact us regards your privacy:

Our Representative is Paul Stray Tel: 01226 285081. Email – paul@brooklesisure.com

The Data Protection Officer is: Paul Stray Tel: 01226 285081 Email –paul@brooklesisure.com

Why do we need your personal information?

Learning about Brook Leisure Ltd

To learn more about Brook Leisure Ltd you may voluntarily provide personal information, such as your name and email address during these interactions. We may also collect information about you online via [cookies or similar technologies](#) when you visit our websites.

We collect: some or all of your name, email address, Company, Phone Number, and information provided by cookies or similar technology.

Why: We use this information to provide information you have requested.

Registering as a Customer

You can look at our website anonymously, but once you decide to continue with an enquiry you will be asked to provide some personal information so that we can communicate with you so that when you attend one of our events we can make sure your visit is as enjoyable as possible

We collect: your first name, last name, phone number, email address,

Why: We use this information to advise the sales team of your interest to find out more. Processing your personal data for this purpose is so we can contact you regarding your enquiry or your booking

Booking a table or making a deposit for one of our events

When you continue with a booking from our website we will contact you to take a deposit or give you more information about the event you have asked about, you will be asked to provide information so that we can complete your purchase.

We collect: your name, billing address and credit or debit card information.

Why: We use this information to complete your transaction and handle refunds. Processing your payment data for this purpose is necessary for the performance of the agreement we have with you. We store credit or debit card information in a secure locked area and is kept for Inland Revenue and tax purposes and the payment processor also holds this.

How We Use Personal Information

Brook Leisure Ltd uses the data we collect to provide you with the Products and Services we offer, which includes using data to improve and personalize your experiences. We also use the data to communicate with you, for example, informing you about, new events or services available and other types of updates.

Brook Leisure Ltd uses the data for the following purposes:

Providing the Experience

We use data to provide, operate, support and improve the Brook Leisure Ltd and Services we offer to ensure our customers have the best experience possible.

Customer Support

We use data to respond to customer enquiries, and provide other customer care and support services, as well as to serve our legitimate interest.

Continuous Improvement

We use data for research purposes and to develop and improve Brook Leisure Ltd, including identifying what events and event locations, developing and adding new features or capabilities. This processing is necessary to serve our legitimate interest.

Security, Safety and Dispute Resolution

We use data to protect the security and safety of our website and our customers, to detect and prevent fraud, to resolve disputes and enforce our agreements. This processing is necessary to serve our legitimate interest and to help protect you against fraud.

Business Operations

We use data to develop aggregate analysis and business intelligence that enable us to operate, protect, make informed decisions, and report on the performance of our business. This processing is necessary to serve our legitimate interest.

Communication, Marketing and Advertising

We use the data we collect to deliver and personalize our communications with you. For example, we may contact you by email or other means of electronic communication to inform you about new Brook Leisure Ltd events or Services, or invite you to take part in a survey. This processing is necessary to serve our legitimate interest. We may also use cookies and similar technologies to provide the most relevant Brook Leisure Ltd advertising to you. For information about managing email notifications and marketing communications, please see the section detailing Your Rights and Choices.

Purpose of the processing and the legal basis for the processing

Consent

To be able to contact you in relation to offers and upcoming events we require you to opt in to receiving marketing from us. You have the right to withdraw consent at any time.

Legitimate interests

We may use your personal information for our legitimate interests. For example, we rely on our legitimate interest to analyse and improve Brook Leisure Ltd, the content on our website, to send you notifications or information about Brook Leisure Ltd or to use your personal information for administrative, fraud detection or legal purposes.

How did you get my personal information?

We collect information you voluntarily provide to us when you register and/or complete our customer sign up and membership forms.

We may receive information about you from other sources, including emails, phone calls and support tickets exchanged between us. We may also receive information about you from publicly accessible sources such as social media platforms, for instance, when you interact with us on those platforms. We protect data obtained from third parties according to the practices described in this Statement and we also apply any additional restrictions imposed by the source of data.

Do you share or sell my data?

We will not put any information about you on general release nor will we sell such information;

We may share personal information with business partners including:

Brook Leisure Ltd admin team or coordinators and organisers to organise events.

Third parties event coordinators to provide events.

Couriers and/or Distributors.

IT service providers who assist with internal IT issues.

Marketing Analytics companies that give us insight into our products and how to be more effective.

Payment providers that process information on our behalf.

Companies that help us send target ads when visiting our website.

Lawyers representing us in the event of a legal claim

Regulators and law enforcement agencies (if there is a legal reason to share your data with them).

Search engine operators that help us understand how to improve our visibility online.

Does any of my personal data leave the UK?

We will not transfer personal data outside of the European Economic Area.

When we do share your data with partners we use these controls to protect your data

How long do we keep your data?

When your personal data has fulfilled the consented purpose, we will remove your personal data.

We do not hold your personal data for longer than is necessary.

We may hold your personal data for a maximum duration of 6 years, before being removed.

We will retain your personal data, in the event of pending legal action.

Your Rights

The data protection law in the UK grants you these rights:

1. The right to be informed.
2. The right of access.
3. The right to rectification.
4. The right to erasure.
5. The right to restrict processing.
6. The right to data portability.
7. The right to object.
8. Rights to challenge automated decision making and profiling.

Where we require consent to use your data you have the following rights:

1. Right to be informed of any data processing.
2. Right of access to your data.
3. Right to have your data erased.
4. Right to data portability.
5. Right to withdraw consent at any time.

Where we rely on the contract legal basis to use your data you have the following rights:

1. Right to be informed of any data processing.
2. Right of access to your data.
3. Right to have your data erased.
4. Right to data portability.

Where we have a legal obligation to use your data you have the following rights:

1. Right to be informed of any data processing.
2. Right of access to your data.

When we rely on legitimate interest basis to use your data you have the following rights:

1. Right to be informed of any data processing.
2. Right to access your data.
3. Right to have your data erased.
4. Right to object to the use of your personal data.

When we need to provide medical information to a medical professional and you are not able to we rely on Vital interest to be able to do so. I.E when admitting a person to the Accident and Emergency department at the hospital.

1. Right to have your data erased.

More information can be found here: ico.org.uk

The information you provide is at your free will, you are not legally or contractually obliged to do so. Should you not provide all the personal data requested, we may not be able to facilitate all services.

Details about profiling that may be carried out.

We may use your personal data to:

Track the demographic of our service users to understand demands.

Track the interests and attendance of our events.

Track the success of a marketing campaign.

We will only contact you with your specific consent.

We will need your specific consent to collect, store, share, make decisions based on and provide services.

This will be requested at the point of information being collected.

We recommend you review our [privacy dashboard](#), here you can set your preferences.

You have the right to withdraw consent at any time by unchecking the tick box for specific communications.

You can invoke any of your other rights by notifying our Data Protection Officer.

Complaints

Not happy with how we handle your personal data? Tell us!

You may contact our Data Protection Officer on joshm@qbcagency.co.uk

Whom will have a written response to you in no later than 40 days.

Getting nowhere?

Should you feel that we have not been able to fulfil your request:

You have a right to log a complaint about any aspect of how we are handling your data with the Information Commissioner's Office in the UK who can be contacted here: <https://ico.org.uk/concerns/>

Commented [LM1]: Amend as necessary.

Commented [LM2]: Insert link to privacy dashboard.