

PRIVACY POLICY

The www.festivalofbritisheventing.com website (the “**Website**”) is owned and operated by SEL (UK) Ltd, registered number 08063188, whose registered office is at Chiswick Gate 3rd Floor, 598-608 Chiswick High Road, London, W4 5RT (“**SEL**”, “**we**”, “**us**”, “**our**”). The Website is operated in connection with our Magic Millions Festival of British Eventing (the “**Event**”).

When you interact with us through our Website (or otherwise) you may provide, or we may collect, certain information from which you are personally identifiable (which is termed “personal data”). For the purposes of data protection laws (including the General Data Protection Regulation (EU) 2016/679 and the Data Protection Act 2018), we are the “data controller”, meaning that amongst other things, we decide why we use your personal data and are the entity responsible for keeping your data safe.

We are committed to protecting your privacy and this policy explains how we fulfil this commitment.

What data do you provide to us/we collect?

You may provide us with the following types of personal data when you use our Website (including where you contact us, subscribe for our mailing list or the mailing list of one of our Event partners, or purchase tickets for the Event) or otherwise when you directly interact with us:

- **Contact** - name, email address, telephone numbers and address
- **Financial** – payment card details, billing address, delivery address, purchase information, payment history
- **Profile** – your marketing preferences, other Website preferences and feedback on our Event
- **Special categories** – we may need to ask for (or you may tell us) additional information to enable us to accommodate your specific needs at our Event. This might include information about your dietary requirements, food intolerances, relevant health issues, or access requirements. These types of information are

Lead Festival Partners



Festival Partners



seen as being more sensitive, so we will only collect this data if we have your explicit consent.

We may also collect the following types of information from you when you use our Website. Please read our **Cookies Policy** for further details:

- **Usage** – Website visitor information, including time spent on page, click-throughs, errors and browsing patterns
- **Technical** – IP address, browser type, network and software identifiers, device information, location information, operating system and system configuration

The table below sets out why we use your personal data and our grounds for doing so.

Purposes for using your data	Our legal basis for using your data	What types of data do we use?
Process your order for tickets for our Event	Performance of our contract with you	Contact, Financial
Deliver your hard copy tickets or send you your e-ticket (as applicable)	Same as above	Same as above
For our internal administration and record keeping purposes	Performance of our contract with you Necessary to comply with a legal obligation Necessary for our legitimate interests (for the effective administration of our business)	All
Send you service emails to notify you of changes to our Privacy Policy and/or relevant Terms and	Performance of our contract with you	Contact

Lead Festival Partners



Festival Partners



Conditions or to provide you with information about the Event	Necessary to comply with a legal obligation	
For Event accreditation/access purposes	Performance of our contract with you Necessary to comply with a legal obligation	Contact, Financial, Special Categories
Deal with your questions via post, e-mail or phone and record details of our conversations and communications about the relevant issue	Performance of our contract with you Necessary for our legitimate interests (to ensure our customers are satisfied)	All
Contact you about our relevant upcoming events	Necessary for our legitimate interests (to develop our business and increase our profile) Consent	Contact, Profile
Contact you about third party products and services which we believe are relevant to you or pass your details on to third parties (such as our Event sponsors) to contact you directly about the same	Consent	Contact, Profile
Assist you with your Event specific queries and accommodating your needs and requirements for the Event	Consent Performance of our contract with you Necessary to comply with a legal obligation	Contact, Special Categories
Improve and personalise your experience of our Website by	Necessary for our legitimate interests (to develop our	Contact, Profile, Usage, Technical

Lead Festival Partners



Festival Partners

delivering more relevant content and advertising whilst you browse	business, improve our Website and user experience)	
Effectively operate our Website, including trouble shooting, testing and analysis and to enable you to participate in interactive features	Performance of our contract with you Necessary for our legitimate interests (to ensure our Website is fully functional and operating in the most effective way for you)	All
Verify your identity to detect fraud and security issues	Necessary for our legitimate interests (to prevent and detect fraud and security risks)	All
Enable you to provide us with feedback through reviews and surveys	Necessary for our legitimate interests (to improve and develop our business)	Contact, Profile, Usage, Technical

Your rights

You may be entitled, in certain situations, to:

- ask us for a copy of your personal data;
- correct or update your personal data;
- request the deletion of your personal data;
- object to the handling of your personal data where we are relying on a legitimate interest (as referred to in the above table);
- restrict the processing of your personal data;
- request the transfer of your personal data (or some of it) to a third party service provider; or

Lead Festival Partners



Festival Partners



- where you have provided your consent, in certain circumstances, you may withdraw this consent (but note that we may continue to use your personal data if we have legal grounds for doing so).

Please contact us if you would like to exercise your rights.

If you are concerned about the way SEL is handling your personal data you may also contact the ICO (Information Commissioner's Office). However, where possible, we would appreciate the opportunity to help in the first instance.

How long do we store your data?

We will store your data until the end of the Event and/or where you are still happy to hear from us about our latest events. After this, we may still need to keep hold of your data if there is a legal reason for doing so (such as for tax or other financial reasons (such as being able to deal with chargebacks for your ticket purchases), where we need to resolve any disputes with you, or where we need to enforce our terms and conditions)). In such circumstances, we will only retain the amount of data strictly necessary for these purposes and otherwise, will remove your data from our systems.

Disclosure of your data to third parties

Third party marketing

We may share your personal data with third parties (such as our Event sponsors) to enable them to contact you with information about their own products, services and/or events. We will only ever pass your information to third parties for such purposes if we have obtained your explicit consent. You can then opt-out of receiving such marketing communications at any time (either through us or in accordance with the relevant third party's privacy policy). We advise that you read the privacy policies of relevant third parties, to help you understand how they will treat your personal data.

We may also send you marketing emails on behalf of these third parties, which again, we will only do if we have your consent.

Other data sharing:

We may also share your personal data with the following third parties who assist us with the Event and our general business operations:

Lead Festival Partners



Festival Partners



- Third party suppliers and venue owners – where you have brought tickets for the Event, we will need to share certain of your personal data with third party suppliers and venue owners for ticket fulfilment, accreditation and Event operational purposes
- Companies which are within the same corporate group as SEL, who are responsible for managing different aspects of our services and for internal business administration purposes
- Payment service providers
- Our delivery companies
- Our professional advisors and our professional service providers, such as marketing agencies, advertising partners and website hosts
- Analytics and search engine providers who help us improve and optimise our Website
- Credit reference agencies, law enforcement and fraud prevention agencies, who help us tackle fraud

We may also need to disclose your personal data:

- if we are required to do so by law;
- in the event that we sell or buy any business or assets we may be required to disclose certain of your personal data to the prospective seller or buyer of such business or assets; or
- in order to enforce or apply our terms and conditions and other agreements.

How to opt-out of SEL marketing

To unsubscribe from our marketing emails, click on the unsubscribe link at the bottom of the relevant communication you have received. Alternatively, please contact us (as detailed below) to opt-out of these communications.

Use of your data outside the European Economic Area

The European Economic Area or “EEA” is deemed to have good data privacy standards. As such, we limit the occasions when we may need to transfer or handle your data outside of the EEA. Where we do need to (for example where we share your personal data with Sports and Entertainment Ltd (our Australian based group company) or where our service providers are based outside of the EEA)), we make sure that your data is still treated fairly and lawfully in all respects (including making

Lead Festival Partners



Festival Partners



sure we have a legal ground for the transfer and putting in place all necessary safeguards for such arrangement).

Where applicable, you will have the right to see a copy of any safeguards we put in place for international transfers of your data. Please contact us if you would like to find out more.

Changes to Privacy Policy

We reserve the right to amend this Privacy Policy from time to time. Any changes to this Privacy Policy will be posted on our Website (or notified to you by email if appropriate), and we encourage you to check back from time to time.

Contacting us

If you have any questions relating to this Privacy Policy or our use of your data please:

Write to us: FAO: Festival of British Eventing, Floor 2, 158 Buckingham Palace Road
London SW1W 9TR

Email us: info@festivalofbritisheventing.com

Call us: 020 3771 3184

This Privacy Policy was last updated June 2018

Lead Festival Partners



Festival Partners



 **FESTIVAL of 2018**
BRITISH EVENTING
Gatcombe Park 3-5 August

Lead Festival Partners



Festival Partners

