



## Privacy Policy

### Visitors to our websites

When someone visits any of our Live Promotions websites, we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make any attempt to find out the identities of those visiting our website. If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

### Search engine

Our website search and decision notice search is powered by Google Adwords. Search queries and results are logged anonymously to help us improve our website and search functionality. No user-specific data is collected by either Live Promotions Events or any third party.

### E-newsletter

We use a third-party provider, Mailchimp, to deliver our e-newsletters. We gather statistics around email opening and clicks using industry standard technologies including clear graphs to help us monitor and improve our e-newsletter.

### Performance

Live Promotions Events LTD uses a third-party service to help maintain the performance of all of our websites.

### Websites

We use a third party service, Moonfruit, to publish our websites. These sites are hosted at [www.moonfruit.com](http://www.moonfruit.com) We use a standard service to collect anonymous information about users' activity on the site, for example the number of users viewing pages on the site, to monitor and report on the effectiveness of the site and help us improve it. We link to our

Mailing List, which is via Wufoo which collects data from individuals wanting to receive newsletters from us. Individuals enter a name and email address and tick on relevant fields relating to information they would like to receive.

### **Ticketshop Privacy Policy**

During the use of the Ticketshop, the User shall provide personal and other data to Eventbrite. This personal and other data shall be stored and processed in accordance with applicable legislation, and not provided to third parties without prior consent unless Eventbrite is legally required to do so, or in defence of its rights.

### **Remarketing**

As you browse this site, advertising cookies will be placed on your computer so that we can understand what you are interested in. Our display advertising partner, [AdRoll](#), then enables us to present you with retargeting advertising on other sites based on your previous interaction with Live Promotions. The techniques our partners employ do not collect personal information such as your name, email address, postal address or telephone number. You can visit this [page](#) to opt out of AdRoll and their partners' targeted advertising.

### **People who contact us via social media**

If you send us a private or direct message via social media the message will be stored in our own Live Promotions Facebook, Twitter, Instagram and Linked In profiles. It will not be shared with any other organisations.

### **People who email us**

We monitor any emails sent to us, including file attachments, for viruses or malicious software. Please be aware that you have a responsibility to ensure that any email you send is within the bounds of the law.

### **People who make a complaint to us**

When we receive a complaint from a person we make up a file containing the details of the complaint. This normally contains the identity of the complainant and any other individuals involved in the complaint.

We will only use the personal information we collect to process the complaint and to check on the level of service we provide. We do compile and publish statistics showing information like the number of complaints we receive, but not in a form which identifies anyone.

We usually have to disclose the complainant's identity to whoever the complaint is about. This is inevitable where, for example, the accuracy of a person's record is in dispute. If a complainant doesn't want information identifying him or her to be disclosed, we will try to respect that. However, it may not be possible to handle a complaint on an anonymous basis.

We will keep personal information contained in complaint files in line with our retention policy. This means that information relating to a complaint will be retained for two years from closure. It will be retained in a secure environment and access to it will be restricted according to the 'need to know' principle.

Similarly, where enquiries are submitted to us we will only use the information supplied to us to deal with the enquiry and any subsequent issues and to check on the level of service we provide.

Usually we do not, identify any complainants unless the details have already been made public.