

PRIVACY POLICY

Premier UK Events Ltd

Version: 1.0 Classification: Public

Document Version Control

Version	Date	Modified By	Changes
0.1	10/11/2023	Paul Thompson	Document first created
1.0	25/03/2026	Ben McCarthy	Comprehensive rewrite – expanded scope, lawful bases mapping, international transfers, cookies, third-party processors, AI tools

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1. Introduction

Premier UK Events Ltd (“we,” “us,” or “our”) is committed to protecting the privacy and security of your personal information. This Privacy Policy explains how we collect, use, store, share, and protect your personal data when you interact with us, use our services, visit our websites, or attend our events.

This policy applies to all personal data processing activities carried out by Premier UK Events Ltd, including those conducted under our trading names.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Who We Are

Premier UK Events Ltd is the data controller for the personal information described in this policy. We are registered in England and Wales.

Registered address: Unit 2, Rookery Lane, Thurmaston, Leicester, LE4 8AU

ICO registration number: ZA008978

Data Protection Officer: Mel Kay

Contact: DPO@premier-ltd.com

We operate under several trading names, including but not limited to Premier Events, Premier Woodshop, Premier Connects, and Premier Studios. This policy covers all personal data processing activities across all of our trading names.

3. What Personal Information We Collect

We collect and process the following categories of personal data, depending on the nature of your interaction with us:

Identity and contact data

- Full name, postal address, email address, telephone number(s)
- Job title, company name, and professional role (for corporate clients and delegates)

Event and delegate data

- Dietary requirements, accessibility needs, and any other special requirements you provide for event attendance
- Session attendance, engagement data, and feedback
- Travel and accommodation preferences where we arrange these on your behalf
- Badge and registration information

Financial and transaction data

- Payment details (processed securely via third-party payment providers – we do not store full card numbers)
- Invoicing, purchase, and order history

Technical and usage data

- IP address, browser type and version, operating system
- Pages visited, time spent on pages, and navigation paths on our websites
- Cookie identifiers and similar tracking technologies (see Section 9)

Visual and audio data

- CCTV footage when you visit our premises
- Photographs and video recordings taken at our events

Communications data

- Records of correspondence with us (email, phone, social media, or via our websites)
- Feedback, reviews, and survey responses

Special category data: We may process special category data such as dietary requirements that reveal religious beliefs, or accessibility information that relates to health conditions. We will only process such data where you have provided explicit consent, or where it is necessary to protect your vital interests (for example, medical information in the event of an emergency at one of our events).

4. How We Collect Your Personal Information

We collect personal information through the following means:

- Directly from you – when you enquire about or purchase our services/products, register for an event, complete a form on our website, subscribe to communications, engage with us on social media, or contact us by phone, email, or post.
- From third parties – when a client organisation registers you as a delegate for an event, when a third party you have authorised shares your data with us, or from publicly available sources such as Companies House or LinkedIn for business development purposes.
- Automatically – through cookies and similar technologies when you visit our websites (see Section 9), or through CCTV systems when you visit our premises.
- Via our event platforms – through registration, attendance tracking, and engagement tools used to deliver our events.

5. Why We Process Your Information and Our Lawful Bases

Under the UK GDPR, we must have a lawful basis for each processing activity. The table below sets out our purposes and the corresponding lawful bases.

Processing Purpose	Lawful Basis	Details
Delivering event management services to our clients	Contractual necessity	Processing is necessary to fulfil our contractual obligations
Registering delegates for events	Legitimate interest / Contractual necessity	Our clients instruct us to manage delegate registrations on their behalf

Processing orders and payments	Contractual necessity	Necessary to process your purchase and deliver goods/services
Sending marketing communications	Consent	You can withdraw consent at any time by contacting DPO@premier-ltd.com or using the unsubscribe link
Managing dietary/accessibility requirements at events	Explicit consent	Special category data processed only with your explicit consent
Website analytics and improvement	Legitimate interest	To understand how our websites are used and improve user experience
CCTV recording at our premises	Legitimate interest	To ensure the security and safety of our staff, visitors, and property
Responding to enquiries and providing quotations	Legitimate interest / Contractual necessity	Necessary to respond to pre-contractual requests
Complying with legal and regulatory obligations	Legal obligation	For example, tax reporting, health and safety requirements

Where we rely on legitimate interest as our lawful basis, we have carried out a balancing test to ensure that our interests do not override your rights and freedoms. You may request details of these assessments by contacting our Data Protection Officer.

6. Who We Share Your Information With

We may share your personal data with the following categories of recipients:

- Our clients – where we process delegate data on behalf of a client organisation, we share relevant data with them as part of our service delivery.
- Technology and platform providers – including our delegatel have started making changes to the policy, so can you just, for your first point, paste it in here in the chat and I'll paste it into the document? management platform (Swoogo), communications tools, customer relationship management systems, e-commerce platforms, and website hosting providers.
- Payment processors – to securely process transactions.
- Analytics providers – such as Google Analytics, to help us understand website usage.
- Professional advisors – including legal, accounting, and insurance advisors where necessary.
- Regulatory bodies and law enforcement – where required by law or to protect our legal rights.

We do not sell your personal data to any third party. Where we engage third-party processors, we ensure appropriate data processing agreements are in place in accordance with Article 28 of the UK GDPR.

7. International Data Transfers

Some of our third-party service providers are based outside the United Kingdom. When we transfer personal data internationally, we ensure that appropriate safeguards are in place to protect your information, in compliance with UK data protection law.

These safeguards may include:

- Transferring data to countries that the UK Government has determined provide an adequate level of data protection.
- Using the UK International Data Transfer Agreement (IDTA) or the UK Addendum to the EU Standard Contractual Clauses.
- Relying on binding corporate rules or other approved mechanisms where applicable.

You may request further details about the safeguards we use for international transfers by contacting our Data Protection Officer.

8. Use of Artificial Intelligence Tools

We may use artificial intelligence (AI) tools to support our business operations, including but not limited to content creation, communications, data analysis, and operational efficiency.

Where AI tools process personal data, we ensure that:

- Appropriate data processing agreements are in place with AI service providers.
- Personal data is not used to train third-party AI models without your explicit consent.
- The use of AI tools complies with our information security obligations, including ISO 27001.
- Human oversight is maintained for any decisions that significantly affect individuals.

We do not use AI tools to make solely automated decisions that produce legal or similarly significant effects on individuals without human review.

9. Cookies and Tracking Technologies

Our websites use cookies and similar tracking technologies to improve your browsing experience, analyse website traffic, and understand how visitors interact with our sites.

Cookies are small text files placed on your device when you visit a website. We use the following types:

- **Strictly necessary cookies** – required for the website to function correctly. These cannot be switched off.
- **Analytics cookies** – help us understand how visitors use our websites so we can improve them. These may include Google Analytics cookies.
- **Functional cookies** – enable enhanced functionality and personalisation, such as remembering your preferences.
- **Marketing cookies** – used to track visitors across websites to display relevant advertising.

You can manage your cookie preferences through your browser settings or through our cookie consent mechanism when you first visit our websites. For more information, visit www.allaboutcookies.org.

For detailed information about the specific cookies used on our websites, including their purpose, type, and duration, please refer to the Cookie Policy published on each of our websites.

10. How We Store and Protect Your Information

We take the security of your personal data seriously. We have implemented appropriate technical and organisational measures to protect your information against unauthorised access, alteration, disclosure, or destruction.

These measures include:

- Encryption of data in transit and at rest where appropriate.
- Access controls and role-based permissions to limit access to personal data.
- Regular security assessments and staff training on data protection.
- Information security management in accordance with ISO 27001.

While we take all reasonable precautions, no method of transmission or storage is completely secure. If you believe your personal data has been compromised, please contact our Data Protection Officer immediately.

11. How Long We Keep Your Information

We retain your personal data only for as long as is necessary to fulfil the purposes for which it was collected, or as required by law.

Retention periods vary depending on the type of data and the purpose of processing. Key retention periods include:

- Client and contract data – retained for 6 years after the end of the contractual relationship (in line with the Limitation Act 1980).
- Event delegate data – retained for the duration required by our client agreement, after which it is securely deleted.
- Financial and tax records – retained for a minimum of 6 years as required by HMRC.
- CCTV footage – typically retained for 30 days unless required for an investigation.
- Marketing consent records – retained for as long as consent is active, plus a reasonable period thereafter to evidence compliance.

A copy of our full data retention schedule is available on request. At the end of the applicable retention period, data is securely deleted or anonymised using methods appropriate to the data type.

12. Your Data Protection Rights

Under UK data protection law, you have the following rights in relation to your personal data:

- **Right of access** – You have the right to request a copy of the personal data we hold about you (a Subject Access Request).
- **Right to rectification** – You have the right to ask us to correct any personal data that is inaccurate or to complete data that is incomplete.

- **Right to erasure** – You have the right to ask us to delete your personal data in certain circumstances.
- **Right to restriction of processing** – You have the right to ask us to restrict the processing of your personal data in certain circumstances.
- **Right to object to processing** – You have the right to object to the processing of your personal data in certain circumstances, including where we process data based on legitimate interest.
- **Right to data portability** – You have the right to request that we transfer the personal data you provided to us to another organisation, or to you, in a structured, commonly used, and machine-readable format.
- **Right to withdraw consent** – Where processing is based on your consent, you may withdraw that consent at any time. This does not affect the lawfulness of processing carried out before withdrawal.

You are not required to pay any charge for exercising your rights. We will respond to your request within one month. In exceptional circumstances, we may extend this period by a further two months, in which case we will inform you of the reason for the delay.

To exercise any of these rights, please contact our Data Protection Officer (see Section 15).

13. Children's Data

Our services are primarily aimed at businesses and professional audiences. We do not knowingly collect personal data from children under the age of 13. Where we process data relating to minors in the context of events (for example, where a delegate brings a family member), we will ensure appropriate safeguards are in place and seek parental or guardian consent where required.

14. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or regulatory guidance. When we make material changes, we will update the version number and date at the top of this document.

We encourage you to review this policy periodically. The current version will always be available on our website.

15. How to Contact Us

If you have any questions about this Privacy Policy or wish to exercise your data protection rights, please contact:

The Data Protection Officer

Premier UK Events Ltd
Unit 2, Rookery Lane
Thurmaston, Leicester
LE4 8AU

Email: DPO@premier-ltd.com

16. How to Complain

If you are not satisfied with how we have handled your personal data or responded to your request, you have the right to complain to us in the first instance using the contact details above.

If you remain dissatisfied, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow, Cheshire

SK9 5AF

Helpline: 0303 123 1113

Website: <https://www.ico.org.uk>