

## **Background to our Privacy Policy**

Our privacy policy tells you about the personal information we hold on you, how we use it and why we can use it. You are entitled to know what information we hold about you, you can have a copy of it and you can ask us to change or sometimes delete it.

Our privacy policy applies to personal information we gather because of services and products we provide to you, the organisation you represent ('your organisation') or to our other customers. It applies to your personal information if your organisation is an actual or potential customer or supplier of ours.

It also applies if you interact with us in other ways. This could be for example, by you attending or being a supplier to, an event organised by us, because you interact with our websites or social media. This could be by making an enquiry, signing up to a newsletter or registering your interest on the website. You may also be a resident living near the venue.

## **Who doesn't it apply to?**

Information we hold about our employees isn't covered by this policy. It also doesn't cover personal information gathered by other companies or organisations that promote our products and services and who use cookies, tags and other technology to collecting your personal information.

You can read our own cookie policy.

If you link to other organisations' websites, products, services or social media from our websites or social media, this privacy policy also doesn't apply to how those other organisations use your personal information once you leave our technology environment.

## **Who we are**

We are a member of the Broadwick Live Limited group of companies which runs other venues and festivals such as Printworks, The Drumsheds, Exhibition London, Magazine, Silvertown, Field Day, Snowbombing Austria, Snowbombing Canada and Standon Calling. Each of these companies will have its own privacy statement so you should check these out if you buy tickets for events or festivals, or enquire at any of these venues.

Operating at Depot Mayfield our company number is 11103387. Our registered address is 3 The Stables, Parrswood Entertainment Centre, East Didsbury, Manchester, M20 5PG.

We review our Privacy Policy regularly and we'll tell you if we change it by updating our website.

## **Accessing your information**

We want to make sure the information we hold on you is up to date and relevant. You are also legally entitled to know what information we hold on you. If you'd like a copy of some or all of your personal information or you think your personal information is inaccurate, you can ask us to correct or remove it. Please write to us at:

Depot Mayfield, The Gatehouse, 11 Baring Street, Manchester, M1 2PY

Or email [info@depotmayfield.com](mailto:info@depotmayfield.com)

## **The information we collect and how we use it**

In this section we explain the different ways we collect and use your personal information.

### **Sources of information**

We collect personal information about you in several ways:

- from you directly because:
  - o you contact us or we contact you by phone, email, in person
  - o you request information via or register on, our websites or social media
  - o you attend an event we organise
  - o we provide services or products to you/your organisation
  - o you/your organisation provide services to us
- indirectly from:
  - o our UK customers or their suppliers
  - o our or your UK based suppliers or other business partners

Please be aware that if you do not want to provide your personal information to us or you ask us to delete it, we may no longer be able to provide the services and products you/your organisation expect of us.

### **Providing you with services and products**

We'll use your personal information to provide you/your organisation with:

- record details of the services and products we provide to you/your organisation;
- communicate with you about those products and services;
- enter into and enforce a contract with you;
- invoice you/your organisation and make sure we get paid;
- give information to someone else if we need to for the service or we're providing you or if you're buying services from them as well;

The information we use to provide services and products and manage our relationship with you/your organisation include:

- your contact details and other information to confirm your identity. This includes your name, address, phone number, email address and (when necessary) date of birth;
- if you are a private customer, your payment and financial information;
- your communications with us including email and phone calls.

### **Our legitimate interest in using your information**

We will use your personal information if we have assessed we have a legitimate business interest in doing so to operate our business.

### **How do we assess we have a legitimate business interest?**

We'll have:

- checked the usage is necessary and there's no less intrusive way to achieve the same result
- considered whether your interests override our interests
- considered whether you would reasonably expect us to use your information in this way
- considered whether you would find the usage intrusive or it would cause you harm
- taken extra care to protect the interests of children
- considered safeguards to reduce the impact where possible
- have offered you an opt out where possible

You can obtain further information about specific assessments we have made by using the contact details above.

We use your information for our legitimate business interests to:

- provide you or your organisation with services or products
- let you know about services and products we think will interest you
- work with our or your suppliers
- market our services and products to third parties
- receive services or products from you/your organisation;
- you are a local resident living near one of our venues and we want to keep you informed of what's going on and how we are managing things;
- carry out statistical analysis;
- detect and prevent crime;
- manage our business risk, collect amounts due to us and pay amounts we owe; and
- secure and protect our information technology

### **Letting you/your organisation know about interesting services and products**

We have a legitimate interest in using your personal information to identify and send you direct marketing about, services and products we think might interest you/your organisation. This is to allow us to develop our business to the fullest extent possible taking into balancing factors mentioned above.

We use the following personal information:

- your contact details. This includes your name, address, phone number, and email address;
- if you are a personal customer, your payment and financial information;
- information from other organisations such as data brokers, business partners and publicly available sources like LinkedIn and other directories; and
- details of the services and products you/your organisation have bought.

We'll provide you with information about services and products we provide by phone, post or email. In each message we send, you will have the option to opt out further contact and you can ask us to stop sending you marketing information at any time, as set out above.

### **Marketing our services and products to third parties**

If you've attended an event we've organised, we'll use your personal information to market our services and products to third parties. This will be limited to still or video images and we won't otherwise identify you. We will not use images of any person who appears to us to be under the age of 13 without the written consent of their parent or guardian. It's in our legitimate business interests

to develop our business to the fullest extent possible taking into the balancing factors mentioned above.

### **Developing and running our business**

We'll use your personal information by:

- receiving products or services from you/your organisation;
- sharing it within the Broadwick Live group for administration purposes; and
- running surveys and market research about our services and products; and
  
- if you are a local resident living near one of our venues, keeping you informed of what's going on how we are managing things.

We'll use the following information to do this

- your contact details;
- if you are a personal customer, your payment and financial information;
- your communications with us
- details of the services you/your organisation have bought or supplied.

We use this information in this way because it's in our legitimate business interests to run and develop our business efficiently.

### **Running credit checks**

Before we provide you with a product or service or buy one from you or sometimes when already you use our or provide us with products or services, we'll use personal information you have given us with information we have collected from credit reference agencies to manage our credit or business risk. In our sole discretion, we may refuse to provide or buy services or products to or from you based on the results of our investigations.

Details of the personal information used include your name, address, (if we hold it) date of birth, contact details, financial information.

### **You don't pay us**

If you don't pay your bills, we might ask a third party to collect what you owe. We'll give them information about you (such as your contact details) and your account (the amount of the debt) and may sell the debt to another organisation to allow us to receive the amount due.

### **Preventing detecting crime**

We'll use and share your personal information to help prevent and detect crime. For example, we might share your personal information with government and law-enforcement agencies. We'll also use it to prevent and detect criminal attacks on our computer network.

To do that we use any personal information we hold on you to the extent necessary including any CCTV footage and information we have collected from Credit Reference Agencies.

We use this personal information because we have a legitimate interest in preventing and detecting crime.

### **Meeting our legal obligations**

We'll share your personal information where we have to legally share it with another person. That might be when the law says we have to or because of a court order.

### **Sharing your information with third parties**

In this section of our Privacy Policy, we tell you how and why we share your personal information and with who and how we try to protect it.

### **Who, why and how do we share?**

Above, we have given examples of organisations we might share your personal information with e.g. credit reference agencies. When we share your information with these organisations, we do our best to ensure its protected, as far as reasonably possible.

We also use service providers to process information on our behalf.

### **Service providers**

We use third parties to help us provide services to you and to operate our business. Examples include:

- UK providers of services in relation to an event we organise;
- UK telesales and marketing services providers;
- UK information-technology service providers;
- UK payment processing service providers;
- UK professional advisers;
- UK survey providers.

Where we use another organisation to provide services or products to us, we still control your personal information and have controls in place to make sure it's adequately protected.

If we transfer your personal information to another organisation for processing in countries not listed as '[adequate](#)' by the European Commission, we'll only do so if we have model contracts or other appropriate safeguards (protection) in place.

If there's a change (or expected change) in who owns us or any of our assets, we might share personal information to the new (or prospective) owner. If we do, they must keep it confidential.

### **Countries we transfer personal data to**

Broadwick Live does not export any of your information outside of the UK directly. It does not rely on information technology service providers that may operate or store your personal data on equipment located in a country not regarded as 'adequate' (see above). We'll only do so if we have model contracts or other appropriate safeguards (protection) in place.

### **Protecting your information and how long we keep it**

This section is about how we keep your information secure and how long we keep it. We are legally obliged to delete your information when we no longer need it.

### **Protecting your personal information**

We will protect your personal information.

### **How long do we keep your personal information?**

In all cases, we'll store personal information for no longer than necessary for the purpose for which we collected it. This may be longer than the law requires. Some examples include:

- details of the services and products we provided to you for six years from the date we provided them;
- details of the services and products you provided to us for six years from the date you provided them;
- your contact details while you are/your organisation is one of our customers, and for six years after; and
- details relating to any dispute for six years after it was closed.

### **Questions?**

You can contact us by email at [info@depotmayfield.com](mailto:info@depotmayfield.com) or you can write to us at:

Privacy, Depot Mayfield, The Gatehouse, 11 Baring Street, Manchester, M1 2PY

If you want to make a complaint about how we have handled your personal information, please contact us as shown above and we will investigate and report back to you. If you are still not satisfied after our response or believe we are not using your personal information in line with the law, you also have the right to complain to the data-protection regulator, the [Information Commissioner](#).

### **Changes to our policy**

Our privacy policy might change occasionally. We'll post any changes on this page for at least 30 days. And if the changes are significant and we have your email address, we'll tell you by email.