



Privacy Notice

1. Introduction

This Privacy notice provides you with details of how we collect and process your personal data.

Alexshows.co.uk is the data controller and processor responsible for your personal data.

Our email address is bookings@alexshows.co.uk

Our postal address is 76 Swift Close, Letchworth Garden City, Hertfordshire, SG6 4LQ.

If at any time you are unhappy with how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would be grateful if you contacted us first with your complaint so we can resolve matters for you.

It is very important that the information we hold about you is accurate and up to date. Please inform us immediately of any changes to your personal information by emailing us at bookings@alexshows.co.uk.

Personal Data

We would collect the following data about you in order to deliver the service we provide.

First Name, Last Name, Contact Telephone Number, Email Address and Postal Address.

We require explicit consent for processing this data and will ask for your signature in order to approve this consent.

2. How We Use Your Data

We will only use your personal data under legal obligation. The most common ways in which we will use your personal data are:

- When we need to draw up a contract with our clients
- When redeemed necessary for our legitimate interests
- When necessary to comply with the GDPR law

Generally, we do not rely on consent as a legal ground for processing your personal data, other than in relation to sending marketing emails or text messages. You have the right to ask to stop receiving our marketing communications at any time by emailing us at bookings@alexshows.co.uk.



Purposes for processing your personal data

Below are detailed explanations as to how we intend to use your personal data, along with specifics on how we will process such data when abiding by current laws and regulations. We have also stated our legitimate interests where appropriate.

We may process your personal data for one or more of the reasons specified in the table below depending on the reason for processing your data. If you wish to have details of the specific legal ground we are using to process your data then please email us at bookings@alexshows.co.uk.

Purpose/Activity	Type of data	Legal reason for processing
To register you as a new customer	a) Identity b) Contract	To draw up a contract
To process and deliver your order including; a) Managing payments, fees and charges b) Collect and recover money owed to us	a) Identity b) Contact c) Financial d) Transaction e) Marketing and communications	a) To draw up a contract b) Necessary for our legitimate interests to recover outstanding payments.
To manage our relationship with you which will include; a) Notifying you of changes to our terms or privacy policy b) Politely asking you to leave a review or take a survey	a) Identity b) Contact c) Profile d) Marketing and communications	a) To draw up a contract b) Necessary for our legitimate interests to keep our records up to date and understand how customers enjoy our products.
To carry out tests and protect our business and our site (including troubleshooting, testing, system maintenance, reporting and hosting of data)	a) Identity b) Contact c) Technical	a) Necessary for our legitimate interests for running our business and IT services to prevent fraud. b) Necessary to comply with current laws and regulations.
To delivery marketing campaigns and advertisements to you to understand the effectiveness of such activity	a) Identity b) Contact c) Profile d) Usage e) Marketing and communications f) Technical	Necessary for our legitimate interests to understand how customers use our product to develop and grow as a business. Also to improve our marketing strategy
To use data analytics to improve our website, customer relationship and experience.	a) Technical b) Usage	Necessary for our legitimate interests to keep our website updated, relevant and performing with excellence to develop our business and to improve our marketing strategy.
To make suggestions and recommendations of products that may of interest to you	a) Identity b) Contact c) Technical d) Usage e) Profile	Necessary for our legitimate interest to grow and develop as a business.



Marketing Communications

You will receive marketing communications from us if you have;

- a) Consented to receiving updates on our future events
- b) If you provided us with your details and ticked the box for us to send you marketing communications;
and
- c) In each case, if you have not asked to be removed from our contacts list.

You can inform us (or any third parties) if you wish to stop receiving marketing messages at any time by emailing us at bookings@alexshows.co.uk.

3. Disclosure of Your Personal Data

We may have to share your personal data with third parties for the purposes listed below and as set out in the table in paragraph 2.

- a) Providers of IT and Administrative support services
- b) Professional advisors including bankers, auditors and accounting services
- c) HM Revenue and Customs, regulators and other authorities in the UK, who require reporting of processing activities in certain circumstances.

All third parties we work alongside and transfer your data to abide by the law and respect the security of your data. We only allow third parties access to your data for purposes specified in our policy and in accordance to our instruction.

4. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed without authority. We limit the data passed on to third parties who will only process your personal data upon our introduction to do so.

Should there be a suspected breach of your data confidentiality, we have procedures place and will take action immediately. We will notify you and any applicable regulator, should this be legally required.



5. Data Retention

We only keep your data for as long as necessary to fulfil the purposes we collect it for, including satisfying any legal, accounting or reporting requirements.

By law, we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

6. Your Legal Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These include the right to:

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.
- Object to processing of your personal data.
- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Withdraw consent

You can see more about these rights at:

<http://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you wish to exercise any of the rights set out above, please email bookings@alexshows.co.uk. You will not have to pay a fee for this, however we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We try to respond to all requests within one month. Occasionally, it may take longer if your request is particularly complex, in which case we will notify you and keep you updated.

