

Website Data Policy Notice

Effective Date: 8th August 2024

1. Introduction

Welcome to The Audlem Music & Arts Festival website. We are committed to protecting your personal data and your privacy. This Data Policy Notice explains how we collect, use, disclose, and safeguard your information when you visit our website audlemfestival.live, including any other media form, media channel, mobile website, or mobile application related or connected thereto (collectively, the “Site”).

2. Information We Collect

2.1 Personal Data We may collect personally identifiable information, such as your name, shipping address, email address, and telephone number, when you voluntarily provide it to us. This includes when you register for an account, make a purchase, or contact us with enquiries.

2.2 Derivative Data Information our servers automatically collect when you access the Site, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Site.

2.3 Financial Data We do not collect financial information, such as data related to your payment method (e.g., valid credit card number, card brand, expiration date) that we may request when you purchase, order, return, exchange, or request information about our services from the Site. This information is managed securely by our payment providers.

2.4 Mobile Device Data Device information, such as your mobile device ID, model, and manufacturer, and information about the location of your device, if you access the Site from a mobile device.

3. Use of Your Information

We may use the information we collect from you to:

- Create and manage your account.
- Process your transactions.
- Send you an email regarding your account or order.
- Deliver targeted advertising, coupons, newsletters, and promotions.
- Enable user-to-user communications.
- Fulfil and manage purchases, orders, payments, and other transactions related to the Site.
- Generate a personal profile about you to make future visits to the Site more personalised.
- Increase the efficiency and operation of the Site.
- Monitor and analyse usage and trends to improve your experience with the Site.
- Notify you of updates to the Site.

- Offer new products, services, and recommendations to you.
- Perform other business activities as needed.

4. Disclosure of Your Information

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

4.1 By Law or to Protect Rights If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation.

4.2 Third-Party Service Providers We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance.

5. Security of Your Information

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other types of misuse.

6. Your Rights

Depending on your location, you may have the following rights regarding your personal data:

- The right to access - You have the right to request copies of your personal data.
- The right to rectification - You have the right to request that we correct any information you believe is inaccurate or complete information you believe