

Events Simplified is the trading name of Events Simplified Ltd, registered in England and Wales, Company No.14802537. Our registered office is 68 Albert Road, Bollington, Macclesfield, Cheshire SK10 5HS.

You can contact us [here](#), by email - carol@events-simplified.co.uk or by telephone - 07500 011 115 or in writing.

1. **Information We Collect** - We may collect various types of information, including:

- **Personal Information:** Name, email address, contact number, and other identifying information you provide when creating an account or using our services.

- **Company Information: Information pertaining to the internal mechanisms and operations of the organisation, including any commercially sensitive information. We are committed to protecting the privacy and confidentiality of our business-to-business (B2B) customers' personal information.**

- **Event Information:** Details related to events we create, not limited to:
 - Event(s) name
 - Descriptions of the nature of the event(s)
 - The date and location of the event(s)
 - Attendee names, job titles, company affiliations, and any additional information required for event participation or identification purposes.
 - Information regarding preferences or requirements including accessibility / dietary / religious considerations of attendees or otherwise.
 - Other information we feel is pertinent to ensuring we fulfil our services as per the contract.

- **Website Usage Data:** Information about your interactions with our platform, including IP address, browser type, device information, and website activity.

- **Cookies:** We use cookies and similar technologies to enhance your browsing experience and collect information about how you use our platform. You can manage your cookie preferences through your browser settings.

Under the GDPR (General Data Protection Regulation) we control and / or process personal information about you electronically. We are exempt from registration in the ICO Data Protection Register because we only process personal data for accounting, administrative and marketing purposes.

2. **Use Of Information** - We use the collected information for the following purposes:

- **Providing and improving our services:** Facilitating event planning, registrations, ticketing, and communication between event organisers, attendees and third party suppliers.
- **Personalisation:** Tailoring our platform to better meet your preferences and needs.
- **Analytics:** Analysing usage patterns and trends to enhance our services, troubleshoot issues, and optimise performance.
- **Marketing:** Sending promotional emails, newsletters, or notifications about upcoming events or new features. You may opt-out of receiving marketing communications.

3. **Data Sharing and Disclosure** - We may share your information in the following situations:

- **With Our Event Organisers:** Your company / organisation's details (not limited to names, job titles, contact numbers and email addresses) and attendee information may be shared with third-parties contracted by Events Simplified.

- **Service Providers:** In addition to our trusted events partners, we may engage third-party service providers to assist us in delivering our services and perform functions on our behalf, such as payment processing and data analysis. Any service we use is TLS & PCI Level 1 Compliant. Your data is secure with Events Simplified!
- **Legal Compliance:** We may disclose your information to comply with applicable laws, regulations, legal processes, or enforceable governmental requests.

4. **Data Security**

- We implement industry-standard security measures to protect your personal information from unauthorised access, disclosure, or alteration. However, please note that no data transmission over the internet or electronic storage method can guarantee absolute security. HTTPS (the padlock you see in the corner of your browser bar) is like a protective shield for websites that keeps your information safe while you browse, making it harder for others to spy on or tamper with the data you send and receive.
- Our website is build on the Wix platform. They are at the forefront when it comes to industry best practices, compliance and privacy regulations as demonstrated by their dedication to data protection - so they fit right in with Events Simplified! For more information on how Wix protects websites they host, click [here](#).
- Children's Privacy - Our services are not intended for individuals under the age of 16. We do not knowingly collect or solicit personal information from children. If you believe that we may have collected information from a child under 16, please [contact us](#) immediately.
- Changes to this Privacy Policy - We may periodically revise this Privacy Policy to align with our evolving practices and legal responsibilities. We encourage you to regularly review this policy. By continuing to use our platform following any modifications, you indicate your acceptance of the updated Privacy Policy. The effective date of this policy is provided at the end of this document.

5. **Affiliate Links and Business Partners**

Affiliate Links:

We participate in affiliate programmes with trusted business partners. This means that we earn commissions from qualifying purchases made through links on our website. When you click on these affiliate links, a tracking cookie may be placed on your device to enable our business partners to identify the origin of your visit. Rest assured that the personal information collected through these cookies is limited to non-identifiable data and is primarily used for analytical purposes and to provide our business partners with information regarding the source of customer referrals, i.e, via www.events-simplified.co.uk.

Business Partners:

We collaborate with trusted business partners to provide you with enhanced products, services, or offers. In such cases, we may share limited personal information with our partners only to the extent necessary to fulfil the intended purpose. These partners are obligated to handle your personal data in accordance with applicable privacy laws and regulations. We encourage you to view their own Privacy Policy for your own clarity.

Data Protection Measures:

We take appropriate technical and organisational measures to safeguard the personal information we collect. These measures are designed to prevent unauthorised access, disclosure, alteration, or destruction of your data. We ensure that our business partners and affiliates follow similar security practices to protect the data shared with them. If you require further information on how we handle your personal data please contact us [here](#) or via email - carol@events-simplified.co.uk.

Data Retention:

We retain your personal information for as long as necessary to fulfil the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. Once the retention period expires, we securely delete or anonymise your personal data.

Your Rights and Choices:

You have certain rights regarding your personal information. You have the right to access, rectify, erase, restrict processing, object to processing, and data portability. To exercise these rights or inquire about the personal information we hold about you, please contact us [here](#) or via email - carol@events-simplified.co.uk.

6. **Email Marketing**

Under GDPR we use the "consent lawful basis" for anyone subscribing to any newsletter or marketing communication we may send - this means that we will seek your explicit, informed, and unambiguous consent before processing your data. We will clearly explain the purposes for which we are collecting and using your data and provide you with the option to withdraw your consent at any time.

If you are an existing customer or have previously had a business relationship with Events Simplified, we may send you electronic marketing messages without obtaining your explicit consent, but under specific conditions. These messages will be related to similar products or services, and we will always provide you with a clear opportunity to opt-out of receiving further communications. We respect your preferences and rights regarding direct marketing, and we ensure that you have control over the communications you receive from us. This is known as Soft Opt-in, and to reiterate have the right to unsubscribe at any time.

We only collect certain data about you, as detailed in the "Information We Collect" and "Use Of Information" above. Any email marketing messages we send are done so through an EMS - email marketing service provider. An EMS is a third party service provider of software / applications that allows marketers to send out email marketing campaigns to a list of users.

Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR (General Data Protection Regulation) and the PECR (Privacy and Electronic Communications Regulations). We provide you with an easy method to withdraw your consent (unsubscribe) or manage your

preferences / the information we hold about you at any time. See any marketing messages for instructions on how to unsubscribe or manage your preferences, otherwise contact us [here](#) or via email - carol@events-simplified.co.uk.

We hold the following information about you within our EMS system - Name and email address.

7. **Complaints**

If you have any concerns about our use of your personal information, you can make a complaint to us. You can contact us:

[Here](#)

carol@events-simplified.co.uk

+44 7500 011 115

Events Simplified

68 Albert Road

Bollington

Cheshire

SK10 5HS

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us

By using Events Simplified, you acknowledge that you have read and understood this Privacy Policy and agree to its terms and conditions.

Last update: 25/06/2023