



TRAMLINES

TRAMLINES EVENTS LTD

Privacy Notice

Welcome to Tramlines Festival's Privacy Notice! You might be viewing this through our website or mobile application (which we'll collectively call the "Platform" in short).

We consider the protection of your privacy to be extremely important. We are bound by and use your personal data in accordance with the Data Protection Act 2018 and the General Data Protection Regulation 2016/679 of April 27th 2016 (the "GDPR").

We want to inform you as much as possible, respect you and give you control over what happens to your personal data and what you share with us.

Our Privacy Notice is designed to make you aware of what data we are collecting and how we collect it.

Please take time to read through our Privacy and [Cookies Notice](#) to understand your rights.

For any additional information on the protection of personal data, please visit the website of the Personal Data Authority: <https://ico.org.uk/>.

1.1 About us - Our contact details

Name: Tramlines Events Ltd

Address: 11 Emerald Street, London, London WC1N 3QL

E-mail: info@tramlines.org.uk

1.2 What personal data do we collect and how?

Personal data shall mean any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or one or more factors specific to physical, physiological, genetic, mental, economic, cultural or social identity.

We currently collect and process the following information:

- Personal identifiers, contacts (for example, name and contact details, address, age/date of birth)



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- Banking details
- Telephone number
- Health data (only in limited cases i.e. if this is required under law)
- Cookies
- Your parent's details if you are under 18
- Employer info (only in limited cases e.g. registering for press accreditation or staff accreditation)
- Appropriate workplace declarations (for working staff members)
- Next of kin details as appropriate (e.g. working staff members)
- CCTV recordings and images

1.3 Information you give us

We will collect your personal data directly from you when you:

- create and place an order;
- sign up to create an account or log in to your account;
- subscribe to our newsletters or to mailing lists;
- subscribe to a waiting list for an event;
- participate in a competition; promotion or survey;
- send an email, phone or online request to our customer service team or our social media channels;
- use your cashless payment wristband; and
- visit our websites and apps (see more in our [Cookie Notice](#)).
- Register local resident tickets
- Apply to play or be part of the festival
- Register for staff, press or artist accreditation
- Register for personal assistance tickets
- Register for accessibility camping and/or viewing platform

1.4 Other information we collect about you and information we receive from third-party sources

- From your social media account when you register for an event to our Platform by signing in through it;
- From ticketing agencies where you buy the tickets for the events and/or festivals which we host
- Via our app when you register for it to be able to share the notifications (if you opt-in) and set times with you;



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- From affiliated companies within our group (our “Group”) if they reasonably think that you would be interested in our events and/or festivals;
- From third parties where you have agreed to them sharing your information with us for marketing purposes; and
- Government, tax or law enforcement agencies.

2.1 What do we use your data for?

➤ Service and Operational Purposes:

- to provide you with your event ticket and/or any other goods, services and information that you have requested from us;
- to manage your entry to our events, including age and identification verification;
- to process payments
- to provide you with customer service and support, deal with enquiries or updates to our events, and/or other services;
- to improve and update our Platform and to make sure that content from our Platform is presented to you in the most effective and optimal manner (please view the specific [Cookie Notice](#) for more information).
- to manage your application to play or get involved at the festival
- to capture your feedback about the festival and help us improve for future years
- to tailor our communications with you, to help you get the most out of your ticket to the festival
- to manage our teams and their welfare on site
- to help provide accessibility support if required

➤ Third-party promotions:

We will share your personal data with third parties for their own marketing and promotional purposes only after you have given us your consent. If you opt-in to any third-party communications, you can opt out at any time by following instructions in the third-party communications received.

➤ To protect your vital interests

If you feel unwell during the festival and visit our health or welfare tents, we might need to collect some health data.

➤ Competitions:



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If you have entered a competition or prize draw that we have organised, we will use the personal data that you have provided to us in order to contact you to let you know whether you have won a competition or prize draw that you have entered and so allow us to both perform the contract for the prize and as necessary for our legitimate interests to allow us to encourage customer demand and develop our business.

➤ Direct Marketing Purposes (via email/phone)

You may receive commercial offers from the organiser(s). If you do not wish to receive them (anymore), please send an e-mail to the following address:

[\[info@tramlines.org.uk\]](mailto:info@tramlines.org.uk)

➤ Legal Purposes:

We may use your information to enable us to enforce our legal rights, and/or to protect the rights, property or safety of our employees and/or other third parties. To ensure your health and safety during the event we will process any health and/or mobility information you provide us to comply with our legal obligations. CCTV cameras may be present for the purposes of health and safety and crime prevention and detection, as well as in line with the CrowdDNA H2020 (see section 6 below).

2.2 Legal grounds for processing your personal information

We will only use your personal data when the law allows us to. Under the DPA 2018 and the GDPR the lawful bases we rely on for processing this information are:

- (a) Your consent. You are able to remove your consent at any time by contacting us;
- (b) We have a contractual obligation.(i.e. to provide you with the services you would like to contract us to supply);
- (c) We have a legal obligation (i.e. to detect fraud, or tax purposes);
- (e) We need it to perform a public task;
- (f) We have a legitimate interest (i.e. for direct marketing or improving our services) and your interests and fundamental rights do not override those interests.

3. Who will your data be shared with?

We may share this information with:

- Selected third parties that we work with, so we are able put on the events you love and choose to attend. For example, when you register to attend an event



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we host, we might need to share your information with third party sub-contractors or service providers that supply the services for the event (e.g. as venue or security staff or travel providers);

- Selected third parties who provide services to us in connection with making your booking such as payment and ticketing providers;
- Affiliated companies within our Group (in accordance with data sharing agreements in place with those entities) for service and operational purposes;
- Affiliated companies within our Group for marketing purposes if we reasonably believe that you would be interested in their event;
- Any other third parties and governmental institutions to comply with our legal obligations and enforce our legal rights (i.e. tax obligations).

Before sharing any of your personal data with external providers, we require our providers to sign an agreement confirming that your data will be kept secure and, where possible, place them under the obligation to act in the capacity of data processor. This means that we determine the purpose for which and the manner in which your data is to be processed and the data processor is only allowed to handle your data according to the instructions and security standards that we follow.

4. How do we protect your personal data?

We take all reasonable and appropriate technical and organisational measures to protect the security of your personal information throughout the course of our business. Technical safeguards are for example restrictive access, encryption, antivirus software, regular testing and evaluation, and deletion of older or unrequired data.

In case we transfer your information to a country which is outside the UK or the EEA we have put in place contractual agreements or other measures with any recipients of your information to ensure your personal data will be equally protected.

5. How long will we keep your personal data for?

Your information is securely stored on Google Workspace and/or Mailchimp.

We keep the personal information we collect only for as long this is necessary for the purpose we collected it. We will then dispose your information by removing all files and back-ups from all personal computers, one drive and hard drive.

6. CrowdDNA H2020 Project

Tramlines Events Ltd will be participating in the CrowdDNA H2020 project which has received funding from the European Union's Horizon 2020 Research and Innovation



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programme under Grant Agreement No 899739. The data will be used to enable a new generation of “crowd technologies”; a system that prevents deaths, minimizes discomfort and maximizes efficiency in the management of crowds. By attending you agree be filmed. For more information you can visit www.crowddna.eu.

7. What are your rights?

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you before you can complain at the relevant Supervisory Authority.

Under data protection law, you can exercise the following rights:

Your right to withdraw consent- You can withdraw your consent at any given time by contacting our DPO – see section 8.

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances i.e. if your personal data are no longer necessary for the purpose they were collected for or if you withdraw your consent.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances i.e. if you think that the information we process is inaccurate or unlawful.

Your right to object to processing - You have the right to object to the processing of your personal information only if we process the relevant information on legitimate or public interest grounds.

Your right to data portability - You have the right to ask that we transfer the personal information you directly gave us to another organisation, or to you, if we process the relevant information on consent or contract grounds.

Your right to lodge a complaint – You have the right to lodge a complaint to the supervisory authority if our response doesn't satisfy your request.

If you are based in or the issue you would like to complain about took place in the European Economic Area (EEA), please refer to the ICO:



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Information Commissioner's Office

Wycliffe House, Water Lane, Wilmslow

Cheshire SK9 5AF

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

8. How to contact us

Please contact us at info@tramlines.org.uk if you wish to make a request or complain or have any questions on how we use your personal data.

9. How do we keep this privacy notice up to date?

We will keep this privacy notice up to date to reflect changes in our products and services and may unilaterally change this privacy notice. This notice was last updated on **16 April 2024**. Should this notice change in any fundamental way, a notice will be displayed on our website for 30 days. We recommend checking this page on our Platform from time to time.