

PRIVACY POLICY

Who We Are

Arena Event Services Group Limited is a company incorporated in England with company number 04069053. Our registered office is Needingworth Industrial Estate, Needingworth Road, St Ives, England, PE27 4NB, United Kingdom is referred to as "Arena", "we", "us" or "our" in this privacy policy. We are registered with the UK Information Commissioner, number Z1580986.

Our Commitment to You

Your privacy is very important to us. We are committed to protecting and respecting your privacy and to ensuring compliance with applicable legislation (including the UK GDPR) and to ensuring that when you choose us to acquire your tickets for our events, you know what personal data we collect about you and how we use your personal data.

This data privacy notice ("Privacy Policy") describes how we will use your personal data. Please take the time to read and understand our Privacy Policy which applies only to personal data collected by or through direct access to our websites.

Obtaining Your Consent

We are required to ensure that your personal data is always processed lawfully. Some information you provide will be contractually necessary to book events with us, including the account creation and payment process. Some is required to meet our legal obligations and some to support our legitimate interest of promoting and providing events. Where required, we may also seek your informed consent to process your personal data e.g., use of your contact details for certain marketing activity or processing information about your accessibility requirements.

You have the right to withdraw any consent given, at any time. This will not affect personal data processed prior to your withdrawal of consent.

What Personal Data We Collect About You

The personal data which we collect about you may include:

- information that you provide as part of the ticket booking process or when creating, editing or logging into an account in our box office system (you can specify the use of this information – see Data Collected and Logged Data sections below for more details).
- other information that you provide by completing forms provided on our websites for a specific purpose; or
- correspondence with Arena.

Additional Collected Data

Logged Data Collection

In common with most websites, our websites' servers can automatically log certain information about every request made of them. This information is used for system administration, bug tracking and for producing usage statistics and may be kept for up to two years. From time-to-time, logging may be enabled on the webserver hosting our websites. When logging is enabled, and you have consented to the required non-essential cookies, the following data is automatically collected for each data request:

- the name or network address of the computer making the request. Note that under some (but not all) circumstances it may be possible to infer from this the identity of the person making the request. Note also that the data recorded may be that of a web proxy rather than that of the originating client;
- the username, when known during authenticated (logged in) access to the site;
- the date and time of connection;
- the HTTP request, which contains the identification of the document requested;
- the status code of the request (success or failure etc.);
- the number of data bytes sent in response;
- the contents of the HTTP Referrer header supplied by the browser;
- the content of the HTTP User-Agent header supplied by the browser.

Logging of additional data may be enabled temporarily from time-to-time for specific purposes. In addition, the computers on which the website is hosted keep records of attempts to use them for purposes other than access to the web server. This data typically includes:

- the date and time of the attempt,
- the service to which access was attempted,
- the name or network address of the computer making the connection,

It may also include details of what was done or was attempted to be done.

Google Data Collection

We use Google Analytics to help us analyse site usage and improve our websites. For more information about Google Analytics see <http://www.google.com/analytics/> and Google's [Privacy Policy](#). Our website will seek your consent for all non-essential cookies.

Profiling and automated decision making

We may use your personal data, including data obtained from cookies i.e., the events and pages you browse, to facilitate profiling. This will help us to provide you with information about products and services that are more relevant to you, but our profiling will not have a legal or significant effect on you.

How We May Use Your Personal Data

We may process your personal data for the following purposes:

- for the creation and management of your Arena account;
- to take facilitate payment for tickets and services;
- to contact you with essential information about your booking, for example in the case of a cancellation or programme alteration;
- to allow you to participate in interactive features of our service when you choose to do so.
- to contact you about future events being sold or activities being undertaken by Arena;
- to ensure that content from our websites is presented in the most effective manner for you and for your computer or device by gathering aggregate information about our users using it to analyse the effectiveness and popularity of our websites;

You can change your marketing preferences at any time by contacting us at hello@arena-ice.com, by logging in to your online account, or contacting the box office.

How We May Disclose Your Personal Data

We may disclose your personal information to third parties in the following circumstances:

- in order to process a transaction you have instructed us to complete: your personal information and card details are passed to third party service providers; card details are only used for the purpose of handling an individual transaction.
- if we have obtained your consent to do so.
- when we are required or authorised by law, court order, regulatory or governmental authority to disclose your personal data.
- if required to protect the rights, property or safety of the Arena, its members, or others.

Retention of your data

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

Your Data Protection Rights Under the UK GDPR

As a UK controller subject to UK GDPR, you have rights related to our processing of your personal data. These rights include (but are not limited to):

- The right **to be informed** about the collection and use of your personal data;
- The right **to access** and receive a copy of your personal data, and other supplementary information;
- The right **to rectification** in accurate personal data, or completion thereof (if incomplete);
- The right **to erasure** of your personal data;
- The right **to restrict** processing or suppression of your personal data;
- The right **to object** to the processing of your personal data and certain circumstances.
- The right to lodge a complaint with the Information Commissioner.
- The right to withdraw any consent you have provided.

For further information about your rights, please refer to the UK Information Commissioner website at www.ico.org. We are committed to taking requisite and reasonable steps to enable you to correct, amend, delete, or otherwise limit the use of your personal data. If you wish to know what personal data we hold about you and/or you wish to exercise any of your rights in connection your data (including having such data removed from our systems), please contact us at privacyteam@arenagroup.com or by telephone at 01480 468 888. Please note that we will ask you to verify your identity before responding to such requests.

Transfer of your data out of the UK

Some parties with whom we share your personal data may be based outside the UK; in which case their processing of your personal data will involve a transfer of data outside the UK. Whenever we transfer your personal data out of the UK, we ensure a similar degree of protection is afforded to it, by ensuring that:

- We only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data, or
- We use specific contracts, approved for use in the UK, which give personal data the same protection it has in the UK.

In the absence of an adequacy decision or approved safeguards, we will consider derogations for specific situations e.g.,

- you provided explicit consent to the proposed transfer after being informed of any potential risks; or
- the transfer is necessary for one of the other reasons set out in the UK GDPR including the performance of a contract between Us and you, reasons of public interest, to establish, exercise or defend legal claims or to protect your vital interests where you are physically or legally incapable of giving consent and, in some limited

cases, for Our legitimate interest.

Please contact us if you want further information on how we transfer your personal data out of the UK.

Third Party Data Protection

Security

Credit card transactions are processed by our approved payment processor. You will be redirected to their secure payment processing website when you purchase tickets.

We take data security extremely seriously. As part of the global Payment Card Industry Data Security Standard (PCI DSS), our payment processor is fully compliant with PCI requirements and maintains this standard as part of its regular system review process. Protecting customers against credit card fraud is a critical issue for Arena as Card Payment Merchants and we require that under no circumstances should credit card information be sent by email.

Cookies

Like most websites we use cookies to ensure our websites function as you would expect and also to understand how you and others use our website to give a more personalised web experience. Some of the information stored is put there by other companies whose software we have added to our website, and this can also impact your experience of other websites you may visit after leaving ours. We will always seek your consent to store and access information on your browser unless it is strictly necessary for a service you have requested. If you want to learn more about the general uses of cookies, including how to stop them being stored by your computer, please visit [Cookiepedia](#). Please note that if you disable or block cookies, some functionality may not be available e.g., logging into your account and accessing the booking system.