

Privacy Notice – Private Hire (Events & Venue Bookings)

1. Who we are

Data Controller:

The data controller responsible for processing your personal data will be the relevant Lulworth Estate company providing the venue, event services or associated accommodation.

References in this notice to "The Lulworth Estate" refer collectively to the Lulworth Estate group of companies and associated entities.

Data Protection Contact:

The Lulworth Estate has not appointed a statutory Data Protection Officer. Data protection matters are managed through our Data Protection Contact at:

Email: gdpr@lulworth.com

If you have any questions regarding the processing of your personal data or wish to exercise your rights, please contact us using the above email address.

If you believe your personal data has been compromised or misused please contact us immediately using the details above.

Responsible Owner: Director of Visitor Experience

2. Purpose of this notice

This notice explains how we collect, use, store and protect personal data relating to private hire bookings, weddings, corporate events, venue hire and related services.

3. What personal data we collect

We may collect:

- Names and contact details of organisers.
- Billing and payment information.
- Event requirements and preferences.
- Guest list information where provided.
- Guest accommodation information (where applicable).
- Seating plans and event attendance records.
- Special assistance requirements.

- Supplier contact details.
 - Correspondence and communications.
 - Accessibility requirements.
 - Dietary requirements.
 - Complaint and incident records.
 - CCTV images.
 - Vehicle registration details.
 - Marketing consent records where applicable.
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4. CCTV Processing

We may process CCTV footage for security, health and safety, crime prevention, investigation of incidents, protection of company assets and safeguarding both employees, guests and visitors.

Appropriate signage is displayed at locations where CCTV operates to ensure visitors are informed about surveillance activities.

5. Photography and Video

Photographs and video recordings may be taken during events by customers, guests, suppliers or professional photographers engaged by organisers.

Where The Lulworth Estate captures photographs or video recordings for promotional or marketing purposes, we will identify an appropriate lawful basis and obtain consent where required.

Individuals who have concerns regarding photography or filming should contact the event organiser or The Lulworth Estate.

6. Photography and Video

Where organisers provide details of guests or attendees, we process only the information reasonably necessary to manage attendance, accommodation, catering requirements, health and safety obligations or event administration.

Organisers should ensure that attendees are aware their information may be provided to The Lulworth Estate for these purposes.

7. How we collect your data

We collect data directly from you via:

- Enquiry forms (including third-party venue platforms)
- Venue booking platforms

- Telephone conversations
- Booking agreements
- Accommodation bookings
- Payment transactions

We may also receive information from event organisers, approved suppliers, accommodation providers and third party booking platforms where necessary to deliver services.

8. Why we use your data (lawful basis)

Purpose	Lawful Basis
Managing bookings	Contract.
Event administration	Contract/Legitimate interests.
Accommodation coordination	Contract/Legitimate interests.
Health and Safety management	Legal obligation.
Financial administration	Legal obligation.
Managing event enquiries	Legitimate interests.
Complaint handling	Legitimate interests.
Dispute resolution	Legitimate interests.
Fraud prevention	Legitimate interests.
Marketing communication	Consent

9. Our legitimate interests

Where we rely on legitimate interests, these include:

- Managing events efficiently
- Coordinating accommodation and related services.
- Protecting Estate assets.
- Maintaining health and safety.
- Managing suppliers and contractors.
- Responding to customer enquiries.
- Coordinating suppliers.
- Maintaining event security.
- Protecting event attendees and visitors.
- Handling complaints and disputes.
- Maintaining accurate event records,
- Business administration and record keeping.

When relying on legitimate interests we balance our interests against the rights and freedoms of individuals.

10. Special category data

We do not routinely process special category personal data. However, event organisers or attendees may provide information relating to dietary requirements, allergies, religious requirements, accessibility needs, disabilities or medical conditions.

Where such information is processed, we will do so only where an appropriate condition under Article 9 UK GDPR applies, including:

- Article 9(2)(a) – Explicit consent.
- Article 9(2)(c) – Vital interests.
- Article 9(2)(f) – Establishment, exercise or defence of legal claims.
- Article 9(2)(g) – Substantial public interest where permitted by law.

Processing is limited to what is necessary for delivering the event safely and effectively.

Show more lines

11. Who we share your data with

We may share your data with:

- Accommodation providers.
- Catering providers.
- Wedding planners.
- Event coordinators.
- Security contractors.
- Event suppliers.
- Audio Visual contractors.
- IT service providers.
- Accommodation booking providers.
- Payment providers.
- Insurers.
- Professional advisors.

Where requested by you, or where necessary to deliver booked services we may share relevant information with approved suppliers including:

- Caterers.
- Florists
- Photographers.
- Entertainment providers.
- Security providers.
- Accommodation providers.

Only information necessary for the service being provided will be shared.

12. Related Estate Services

Where customers book accommodation, catering, leisure services or other services provided by Lulworth Estate companies, relevant personal data may be shared between those businesses where necessary to administer and deliver the services requested.

Only information required for those purposes will be shared.

13. International transfers

We do not routinely transfer data outside the UK. Where personal data is transferred outside the United Kingdom, appropriate safeguards will be implemented in accordance with UK GDPR requirements.

14. How we protect your data

We use appropriate technical and organisational measures, including:

- Restricted access (role-based permissions)
 - Secure IT systems and password protection
 - Locked storage for paper records
 - Access controls appropriate to event records and guest information
 - Staff training on data protection
 - Regular review of permissions granted to booking and event management systems
 - Secure document retention and destruction procedures
 - Audit logging where appropriate
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15. How long we keep your data

Retention periods may be extended where required by law, insurance requirements, regulatory investigations, legal proceedings or the need to establish, exercise or defend legal claims.

Record Type	Typical Retention
Booking contracts and records	6 years
Event records	6 years
Financial records	7 years

Event enquiries (not converted)	12 months
Complaints and disputes	6 years
Supplier correspondence	6 years
CCTV footage	Typically, 30–90 days unless required for investigation

16. Is providing your data mandatory?

Providing certain personal data is necessary in order for us to administer bookings, deliver events, coordinate suppliers, process payments and comply with legal obligations. Failure to provide required information may prevent us from accepting a booking, delivering services or complying with legal obligations.

17. Your rights

Standard UK GDPR rights apply:

- Right of access
- Right to rectification
- Right to erasure
- Right to restrict processing
- Right to object
- Right to data portability
- Rights regarding automated decision-making

Where processing is based on consent, you have the right to withdraw that consent at any time. Withdrawal of consent will not affect the lawfulness of processing undertaken before consent was withdrawn.

Requests relating to your data protection rights should be directed to: GDPR@lulworth.com

18. Complaints

We encourage people to contact us first if they have concerns regarding the processing of their personal data.

You also have the right to lodge a complaint with the ICO:

- Website: www.ico.org.uk
- Helpline: 0303 123 1113

19. Automated decision-making

We do not make decisions relating to customers, event organisers, guests or attendees based solely on automated processing. Any decisions affecting bookings or services are subject to appropriate human review.

20. Changes to this notice

This notice may be updated periodically to reflect changes in legislation, regulatory guidance, event operations, service providers or business practices.

21. Document control

- Version: 2.0
- Owner: Director of Visitor Experience
- Review cycle: Annual