



## Privacy Policy

At Starwell Events and Consultancy, we are committed to maintaining the trust and confidence of our visitors to our web site. In particular, we want you to know that Starwell is not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes. In this Privacy Policy, we've provided detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

## Personal Data

### What we need

Firstly, we collect basic personal data when you send us an enquiry via our 'Contact Us' form on the website. This includes basic personal information such as your name, address, email, nature of enquiry etc. This data is ONLY collected for users who send us an enquiry.

Secondly, when someone visits our website, we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

Finally, we use cookies to improve users experience on our website.

### Why we need it

We need to know your basic personal data in order to respond to your enquiry. We will not collect any personal data from you we do not need.

We need the anonymous data to be able to track the volume and types of traffic on our website, to be able to improve our website for customers, and to be able to measure the effectiveness of our marketing activity.

This site uses cookies – small text files that are placed on your machine to help the site provide a better user experience. In general, cookies are used to retain user preferences, store information for things like shopping carts, and provide anonymised tracking data to third party applications like Google Analytics. As a rule, cookies will make your browsing experience better. However, you may prefer to disable cookies on this site and on others. The most effective way to do this is to disable cookies in your browser.

### **What we do with it**

All the personal & identifiable data we process is processed by our staff within the EU, and for the purposes of IT hosting and maintenance this information is located on servers within the UK. No other 3rd parties have access to your personal data unless the law requires them to do so.

When you submit an enquiry to us, that data is securely sent to us directly via email. We will share your data internally without our company to ensure the correct person is able to respond to your enquiry. Your data is at no point not stored on our website or web server.

### **How long we keep it**

We are required under UK law to keep your basic personal data (name, address, contact details) for a minimum of 6 years after which time if redundant, it will be destroyed.

### **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. We are bound by law to immediately inform you of any data breach.

### **What are your rights?**

You are entitled to view, amend, or delete the personal information that we hold. Email your request to our data protection officer Chris Wellman at [chris.wellman@starwelleventsandconsultancy.co.uk](mailto:chris.wellman@starwelleventsandconsultancy.co.uk)

If you wish to raise a complaint on how we have handled your personal data, please get in touch using the same email address and we will investigate the matter. If you are not satisfied with our response or believe we are not processing your personal data in accordance with the law you can contact the Information Commissioner's Office (ICO).