



Privacy Policy

Who We Are

Playbox Events Stoke Ltd provides children's entertainment and event services.

For the purposes of data protection law, we are the **data controller** of the personal information you provide to us.

Contact Details:

Playbox Events Stoke Ltd

Email: info@playboxevents.co.uk

What Personal Data We Collect

We may collect and process the following information:

Parents/Guardians

- Full name
- Email address
- Phone number
- Address (if required for bookings)

Children/Participants

- Name
- Age or date of birth
- Medical or safeguarding information (only where necessary)
- Media consent preferences

Booking Information

- Event details (date, location, type of event)
- Payment and booking history

Media Content

- Photographs and videos taken during events (where consent is given)
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How We Use Your Data

We use personal data to:

- Deliver and manage bookings
 - Communicate with you about your event
 - Ensure children's safety and wellbeing
 - Improve our services
 - Promote Playbox Events (only where consent is given for media use)
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Lawful Basis for Processing

We rely on the following lawful bases under UK GDPR:

- **Contract** – to deliver your booked event
 - **Consent** – for photography, videography, and marketing use
 - **Legal obligation** – for safeguarding and compliance
 - **Legitimate interests** – to operate and improve our business (balanced against your rights)
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Photos & Videos of Children

- We only take and use photos/videos **with parental or guardian consent**
- Images may be used on:
 - Social media
 - Our website
 - Marketing materials

- We will **never publish a child's full name with their image**

You can withdraw consent at any time by contacting us.

How We Store and Protect Data

We take appropriate steps to keep your data secure, including:

- Secure digital storage systems
 - Restricted access to authorised staff only
 - Regular review of data handling practices
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How Long We Keep Your Data

We retain data only as long as necessary:

- Booking records – for operational and legal purposes
- Media content – until consent is withdrawn or no longer required
- Contact details – while relevant to our services

We regularly review and securely delete data that is no longer needed.

Sharing Your Data

We do **not sell your personal data**.

We may share data with:

- Trusted service providers (e.g., booking systems, payment processors)
- Legal or regulatory authorities if required

All third parties are required to respect data protection laws.

International Transfers

We aim to store data within the UK.

If data is transferred outside the UK (e.g., cloud services), we ensure appropriate safeguards are in place.

Your Rights

Under UK GDPR, you have the right to:

- Be informed about how your data is used
- Access your personal data
- Correct inaccurate data
- Request deletion of your data
- Restrict or object to processing
- Withdraw consent (at any time)
- Request data portability

To exercise your rights, contact us using the details above.

Complaints

If you are unhappy with how we handle your data, please contact us first.

You also have the right to complain to the:

Information Commissioner's Office

Website: www.ico.org.uk