

## Legal Basis For Processing

We will only use your personal data when the law allows us to. Most commonly we will use your personal data in the following circumstances:

- To fulfil our contractual obligations to you.
- Where it is necessary for our legitimate business interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- To comply with a legal obligation.

To the extent we process your personal data for any other purposes, we ask for your consent in advance or require that our partners obtain such consent.

## How Personal Data Is Collected

We use different methods to collect data from and about you including via:

- **Direct Interactions:** You may give us your Identity, Contact and Financial Data when you fill in forms or correspond with us by email or otherwise.
- **Purchases:** If you make purchases via or within any Services, or register for an event, we may require you to provide your Identity, Contact, Financial and Transaction Data.
- **Events:** We may capture images or videos by recording a session, and/or there may be CCTV operating in the venues where the sessions take place.

## Personal Data We May Collect About You

We may collect and process personal data about you. Personal data, or personally identifiable information, means any information about an individual from which that individual can be identified.

- **Identity Information:** First Name, Last Name
- **Contact Information:** Billing address, email address and telephone numbers
- **Transaction Information:** details about payments to and from you and other products and services you have purchased from us.

## Uses Made Of Personal Data

A table of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate. Consent, Contract, Legal obligation, vital interests, public task or legitimate interests.

Purpose/Activity	Types of Data	Lawful Basis for processing
To provide a customer with a session ticket and grant attendee entry to stay and play session	First Name, Last Name, Email Address, Payment Details	Contract to provide a session, legal obligation, legitimate interests for collecting payment
To sell a product to a customer during a stay and play sessions	First Name, Last Name, Email Address, Payment Details	Contract to provide a session, legal obligation, legitimate interests for collecting payment

## Little Takeover Limited Privacy Policy

To advertise upcoming sessions and deals to a customer if we have consent	First Name, Last Name, Email Address	Legitimate interests for communicating upcoming sessions and products
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### Third Parties and Sub-Processors

Little Takeover Limited uses the following sub-processors to assist in providing the Services. Depending upon the Services ordered as set out in the Agreement, the sub-processors include:

Sub Process	Purpose	Data	Links
BookWhen	Booking system for ticketing stay and play session	first name, last name, email address, username, phone number	<a href="https://bookwhen.com/privacy">bookwhen.com/privacy</a>
Google	Emails, Safeguarding concerns, Subject Access Requests, Sponsorships, Online traffic analytics	first name, last name, email address, physical address, contact number, google analytics, personal information, IP address, device type, browsing history	
Instagram, WhatsApp, Meta	To communicate with customers through Instagram and whatapp	first name, last name, email address, username, phone number	<a href="https://help.instagram.com/196883487377501">https://help.instagram.com/196883487377501</a>
Stripe	To receive online payments for bookings	first name, last name, physical address, email address, bank details, card details	<a href="https://stripe.com/gb/privacy">https://stripe.com/gb/privacy</a>
Tide	To receive card payment for products sold in our pop up store	first name, last name, physical address, email address, bank details, card details	
Paypal	To receive payment for online products	first name, last name, physical address, email address, bank details, card details	
Email Octopus	To send marketing emails to our customers	IP address data, click and open tracking technologies help us to understand how you interact with those emails	
LinkTree	Analytics	IP address data, click tracking to help us to understand how you interact with those emails	
Google reCAPTCHA	Protecting against bots	IP address data, human verification	
Etsy	To sell products online in the etsy marketplace	first name, last name, physical address, email address, bank details, card details	
Happity	Booking system for ticketing stay and play session	first name, last name, email address, username, phone number	<a href="https://www.happity.co.uk/privacy">https://www.happity.co.uk/privacy</a>

### Data Retention

We retain personal data for as long as reasonably necessary to fulfil the purposes for which it was provided or collected, 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, if we reasonably believe there is a prospect of litigation in respect of our relationship with you, to comply with law enforcement requests, maintain security, prevent fraud and abuse, resolve disputes, enforce our legal agreements, or fulfil your request to “unsubscribe” from further messages from us.

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. This will be for as long as we provide services to you.

## **Your Rights**

You have the right under Data Protection Law, free of charge, to request:

- Access to your personal data.
- Rectification or deletion of your personal data.
- A restriction on the processing of your personal data.
- Object to the processing of your personal data.
- A transfer of your personal data (data portability) in a structured, machine readable and commonly used format.
- Withdraw your consent to us processing your personal data, at any time.

If you wish to exercise any of the above rights, please contact us as set out at the end of this Privacy Policy. We will respond to such queries within 30 days and deal with requests we receive from you, in accordance with the provisions of Data Protection Law. Occasionally it could take us longer, if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

## **Complaints**

Our intention is to meet the highest standards when collecting and using personal data. For this reason, we take complaints we receive very seriously. We encourage users to notify us if they think that our collection or use of personal data is unfair, misleading or inappropriate. If you have any complaints about our use of your personal data, please contact us as set out at the end of this Privacy Policy.

## Little Takeover Limited Privacy Policy

### Contact Details

Little Takeover Limited - Company Registered in England and Wales - **16433304**

By Email: [allaboard@littletakeover.co.uk](mailto:allaboard@littletakeover.co.uk)