

The Art Room, Royston

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PRIVACY POLICY

Privacy Policy for The Art Room Royston

- **Last Updated:** 19 March 2026
- **Website:** <https://theartroomroyston.co.uk>

1. **Introduction:** Welcome to The Art Room Royston. We are committed to protecting your personal data and being transparent about how we collect and use it. This policy explains our practices regarding your data when you visit our website, book an event, or interact with our digital advertisements.
2. **Who We Are:** The Art Room Royston is the data

controller responsible for your personal data.

- **Website:** <https://theartroomroyston.co.uk>
- **Email:** hello@theartroomroyston.co.uk
- **Address:** The Art Room, Market Hill, Royston

3. **The Data We Collect:** We collect information that helps us provide our creative services and improve the experience for our users, including:

- **Identity & Contact Data:** Name, surname, email address, and phone number provided during event bookings.
- **Technical Data:** IP address, browser type, and device information.
- **Usage Data:** Information about how users navigate our website and view our events.

4. **Cookies and Advertising Technologies:** We use cookies to enhance your experience and measure the success of our marketing. These are only activated if you provide explicit consent via our cookie banner.

- **Meta Pixel:** We use the Meta Pixel to track the effectiveness of our Facebook and Instagram advertising. This allows us to see if a user purchased a ticket after seeing our advertisement and helps us show relevant event invitations to previous visitors (Retargeting).
- **Google Ads & Analytics:** We use Google Ads and Google Analytics to reach new users and **analyse** site traffic.
- **Google Consent Mode:** Our website uses Google Consent Mode v2. If you choose

to “Reject” cookies, Google will not store tracking cookies but will allow us to receive aggregate, anonymous data to measure advertisement performance.

- **Personalised Ads:** With your consent, Google may use cookies to serve adverts based on your prior visits to our site.
- **Ticket Tailor** We use Ticket Tailor to manage our event bookings. When you click to buy a ticket, you may be redirected to our secure booking page hosted by Ticket Tailor. Because the booking page may be hosted on a separate domain, you may be asked to manage your cookie preferences again on that page.

5. **Third-Party Sharing:** We share data with the following platforms to facilitate our services:
 - **Meta Platforms, Inc.** (Advertising and Retargeting)
 - **Google LLC** (Analytics and Advertising)
 - **Ticket Tailor** (Booking Management)
 - **Stripe / PayPal** (Secure Payment Processing)
6. **Data Retention:** We keep your personal information only as long as necessary to fulfil your booking or provide customer support. Marketing data collected via cookies is typically stored for a period of 90 days to 2 years, depending on the specific platform settings (Meta/Google).
7. **Your Legal Rights:** Under the UK GDPR, you have the right to access, correct, or delete your personal data. You can withdraw your consent

for tracking at any time by:

- Clearing your browser cookies.
- Clicking “Manage Preferences” on our website’s cookie banner.
- Contacting us directly at the email address provided in Section 2.

Contact The Art Room,
Market Hill, Royston
Phone: +44 7912 859615
Email:
hello@theartroomroyston.co.uk

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[Art Classes based in
Royston Town Centre](#)