

## Privacy Policy Statement

We, High Times Weddings Ltd t/a Silverlinings are committed to respecting and protecting the privacy of anyone using our website or attending our wedding fairs and the confidentiality of any information that you provide us with.

The purpose of this statement is to set out how we use any personal information that you may share with us or that we may obtain from you.

### Data Protection Act 1998 ('the Act')

We are registered under the Data Protection Act 1988 and comply with the Act in all our dealings with your personal data.

### Use and collection of personal information

In general you can visit our website without telling us who you are and without revealing any information about yourself.

If, however, you choose to complete any of the following actions we will ask for, amongst other things, your contact details/information:

- Register to attend a wedding fair
- Sign up to our engagement email/newsletter
- Enter our prize draw
- Download our wedding guide

Should you give your permission we will use the information you provide in the following ways:

- Assessment and analysis including; marketing, website usage and developing/improving our services.
- To generate registration lists for wedding fairs to 1) determine numbers of attendees, 2) to share with suppliers present on the day for the purposes of contacting you to offer services and products\*.
- To add to our engagement email contact list for the purposes of keeping you informed about wedding related stories, supplier offers, future wedding fairs and venue open days.
- To randomly select a prize draw winner and contact them for the purposes of arranging fulfilment of the prize draw prize.
- In the event we sell or buy any business or assets, in which case we might disclose your personal data to the prospective buyer or seller.
- If we are under a legal duty to disclose or share your personal data in order to comply with or meet any legal obligation.

\*Where we share data with suppliers from the wedding fair you attended, we do this via an encrypted file transfer, we require all suppliers to offer an unsubscribe option on all communications to you from them.

We will also ask attendees of our wedding fairs and managed venue open days to provide their details which mirrors our online registration process, our physical registration form also offers the same permissions statements found online.

We only hold contact details for a limited period of time. Contact details are deleted; a) if you

unsubscribe, b) after the date of your wedding (where provided) and c) 2 years from date you shared them with us or whichever is sooner.

If you do not want us to use data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant boxes situated on the form on which we collect your data.

## **Cookies**

We collect information directly from you in a number of ways. One way is through our use of 'cookies'. Most websites use cookies in order to make them work, or to work more efficiently, as well as to provide information to the owners of the website. They help us to understand how our customers and potential customers use our website so we can develop and improve the design, layout, content and function of the site. Cookies are small text files that are placed on your computer's hard drive by websites that you visit. They save and retrieve pieces of information about your visit to the website – for example, how you entered the site, how you navigated through the site and what information and documentation was of interest to you. This means that when you go back to a website, it can give you tailored options based on the information it has stored about you on your last visit.

Some of our cookies are used to simply collect information about how visitors use our website and these types of cookies collect the information in an anonymous form.

Where there is a login process relating to buying products or services from us we also use cookies to store personal registration information so that you do not have to provide it to us again on subsequent visits.

The rules about cookies on websites have recently changed. If you are uncomfortable with the use of cookies, you can disable cookies on your computer by changing the settings in the preferences or options menu in your browser. You can set your browser to reject or block cookies or to tell you when a website tries to put a cookie on your computer. You can also delete any cookies that are already stored on your computer's hard drive. However, please be aware that if you do delete and block all cookies from our website, parts of the site will not then work. This is because some of the cookies we use are essential for parts of our website to operate. Likewise, you may not be able to use some products and services on other websites without cookies.

To find out more about cookies, including seeing what cookies have been set and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org)

If you do not wish to accept cookies from our website, please leave this site immediately and then delete and block all cookies from this site. Alternatively, you may opt out of receiving information from us by e-mail, telephone, fax or post. Our phone number is 01326 619013 or you can e-mail us on [datacontroller@silverlinings.co.uk](mailto:datacontroller@silverlinings.co.uk)

## **Security**

We endeavour to take all reasonable steps to protect your personal information. However, we cannot guarantee the security of any data that you disclose online and we will not be responsible for any breach of security unless this is due to our negligence or wilful default.

## **Changes to Privacy Policy**

We reserve the right to revise and update this privacy policy at any time, should this privacy policy change we will update this page with the latest version. Regularly reviewing this page ensures that you are aware of what information we collect, how we use it and under what circumstances, if any,

we will share it with third parties.

### **Your rights**

You have the right to ask us not to process your personal data for marketing purposes. We will aim to inform you before collecting your data if we intend to use your data for such purposes or we intend to disclose your information to any third party for such purpose. You can exercise your right to prevent this happening by checking certain boxes on the forms we use to collect your data.

You have the right to opt out or unsubscribe from future contact by either unsubscribing using the links within our emails or by emailing [datacontroller@silverlinings.co.uk](mailto:datacontroller@silverlinings.co.uk) with your name, email address (you provided) and address details including postcode, we will then remove you from our database. You will need to let any other companies that we have shared your details with know that you no longer want to hear from them and this can be done by simply using the unsubscribe link in their email.

You have the right to see personal data (as defined under the Data Protection Act) that we keep about you upon receipt of a written request and payment of a fee of £10. Any request should be sent to: *Eric Ekins, The Moorings, King Charles Quay, Falmouth, Cornwall, TR11 3HQ*