

Data Protection Policy

Policy last updated: 22 April 2019

Introduction

Light It Up UK values your privacy. Our goal is to be transparent about how we collect and use the information about you. This Policy is intended to help you understand the following:

1. What information we collect about you
2. How we use the information we collect
3. How we store the information we collect
4. How you can access and control the information we collect

Statement of Commitment

Light It Up UK respect your personal privacy. We promise to safeguard the information we receive from you prudently and with care. If the following does not answer your inquiry concerning personal information, or you wish to speak with someone in person about our policy,

Please contact us at

info@lightitupuk.co.uk 01580 762 950

1. What information we collect about you

The personal data Light It Up UK collects itself or is freely provided by our customers are as follows,

- Names of individuals
- Postal addresses
- Email addresses
- Telephone numbers
- Payment Information (encrypted)

Cookies and IP tracking.

Our Website <http://lightitupuk.co.uk> uses cookies and IP tracking.

In general, cookies are used to retain user preferences 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.

2. How we use the information we collect?

How we use the information we collect depends on any preferences you have communicated to us and how it is used to interact with the third-party services.

Below are the specific purposes for which we use the information

- a) **To personalise your experience:**
We use information about you to provide the services to you, provide customer support, and operate and maintain the services.
- b) **For development:**
We use data to continuously improve my services and provide a better product to my users. We use site analytics and customer feedback to respond and improve.
- c) **To communicate with you about the services:**
We use your contact information to send transactional communications via email and within the services, including confirming your payments, reminding you of future payments, responding to questions and requests and providing customer support,
- d) **To market and promote our services:**
We may use your contact information only after you have opted in. We may send you newsletters or offers of other events. Users can control whether they receive these communications. You will not receive third party marketing materials.
- e) **Customer support:**
We use your information to resolve technical issues you encounter, to respond to your requests for assistance, to analyse information, and to repair and improve the Services.
- f) **With your consent**
We use information about you where you have given me consent to do so for specific purposes not listed above. For example, we may publish testimonials or featured customer stories to promote the services, only with your explicit permission.
- g) **Social networking websites.**
We may use limited personal information about you and/or your event and share it with social network websites, such as Facebook.
- h) **How we share information we collect:**
We will never share your information with a third party unless required to perform a service or if required by law enforcement.

3. How we store and secure information we collect

We do my utmost to protect user privacy through the appropriate use of security technology. We restrict access to Your Data to employees, contractors and agents who need to know such Your Data in order to operate, develop or improve the services that we provide.

a) Information storage and security:

Light Up UK uses industry leading data hosting services to host the information we collect. We follow security best practices to secure your data.

We use the following third parties to store some of your data

- i. [Google Analytics](#) - site and traffic analytics
- ii. [MailChimp](#) - newsletter and transactional email provider

b) How long we keep information

How long we keep information we collect about you depends on the type of information. Your Data will be kept and stored for such period of time as we deem necessary taking into account the purpose for which it was collected in the first instance.

This may include retaining your data as necessary to comply with our legal obligations, to resolve disputes, to support business operations, and to continue to develop and improve our Services.

Where we retain information for service improvement and development, we take steps to eliminate information that directly identifies you, and we only use the information to uncover collective insights about the use of our service, not to specifically analyse personal characteristics about you.

4. How you can access and control the information we collect (also called, ‘subject access requests’)

All individuals who are the subject of personal data held by Light It Up UK are entitled to:

- the right of access to personal data relating to you
- the right to correct any mistakes in your personal data;
- the right to ask me to stop contacting you with direct marketing;
- the right to restrict or prevent your personal data being processed;
- the right to have your personal data copied and sent to you
- the right to delete personal data relating to you

How to contact us about your data

Data requests from individuals should initially be made by email to **info@lightitupuk.co.uk**

Individuals will be charged £10 per subject access request. We aim to provide the relevant data within 14 days. We will always verify the identity of anyone making a subject access request before handing over any information.

Privacy Policy – Light It Up UK
Effective Date: April 22, 2019

A version of this statement is also available on the company’s website.
<http://lightitupuk.co.uk/privacy-policy/>