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## Privacy Policy

**Last updated: April 2025**

**Lark Arts Ltd** is committed to protecting your privacy and handling your personal data in a transparent, secure, and lawful way. This Privacy Policy explains how we collect, use, share, and protect your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 (DPA 2018).

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### 1. Who We Are

Lark Arts Ltd is a company that produces and promotes events, including live music events in the UK.

- **Data Controller:** Lark Arts Ltd
- **Contact email:** [larkartsinfo@gmail.com](mailto:larkartsinfo@gmail.com)

We determine the purposes and means of processing your personal data. In this capacity, we are the data controller.

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### 2. How We Collect Your Data

We collect your personal data when you purchase tickets to our shows, including through the following channels:

- Venue box offices
- Online via ticketing platforms, for example Eventbrite

In purchasing tickets via Eventbrite, you agree to their terms and conditions and privacy policy, which can be viewed here:

[https://www.eventbrite.com/support/articles/en\\_US/Troubleshooting/eventbrite-privacy-policy](https://www.eventbrite.com/support/articles/en_US/Troubleshooting/eventbrite-privacy-policy)

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### 3. What Personal Data We Collect

We may collect and process the following personal data:

- Your full name
- Email address
- Purchase and ticketing information

This data may be collected directly through your transaction or provided by Eventbrite as part of the ticketing process.

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### 4. Purposes for Processing Your Data

Your data is used for the following purposes:

**1. Event Management**

- To manage and deliver events, including verifying tickets at the venue

**2. Transaction Processing**

- To facilitate the purchase and delivery of tickets

**3. Marketing and Promotion**

- To inform you about future events and promotions, including via email and/or targeted advertising, including on social media platforms

We rely on your consent (as provided via Eventbrite's terms of sale) and our legitimate interest in promoting and managing our events as lawful bases for processing.

We may also contact you via email to inform you of changes to event details or for other operational purposes related to the delivery of the event for which you have purchased tickets.

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**5. Sharing Your Data**

We share your data only when necessary and with trusted third parties who act as **data processors** on our behalf. These include:

- **Music venues** – for ticket verification and entry management
- **Eventbrite** – as a ticketing platform and transaction processor
- **Social media platforms** – for promotional purposes (e.g. creating custom audiences for advertising)

All third parties are required to process your data in accordance with data protection laws and only for the specified purposes.

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**6. Your Data Rights**

Under UK GDPR, you have the following rights regarding your personal data:

- **Right to access** – You can request a copy of the personal data we hold about you
- **Right to rectification** – You can request that we correct inaccurate or incomplete data
- **Right to erasure** – You can ask us to delete your personal data in certain circumstances
- **Right to object** – You can object to our processing of your data for marketing purposes
- **Right to withdraw consent** – Where processing is based on consent, you may withdraw it at any time

To exercise any of these rights, please email [larkartsinfo@gmail.com](mailto:larkartsinfo@gmail.com).

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## **7. Data Retention**

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including for legal, accounting, or reporting requirements.

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## **8. Data Security**

We take appropriate technical and organisational measures to protect your data from loss, misuse, and unauthorised access.

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## **9. Complaints**

If you have concerns about our use of your personal data, we encourage you to contact us directly. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

- Website: [www.ico.org.uk](http://www.ico.org.uk)
  - Tel: 0303 123 1113
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## **10. Changes to This Privacy Policy**

We may update this policy from time to time. Any significant changes will be communicated via our website or through email.

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