



Version: 1.0

Effective Date: 30 July 2026

Last Reviewed: 30 July 2026

1. Introduction

Seamless Entertainment Ltd ("Seamless Entertainment", "we", "our", or "us") is committed to protecting your personal information and respecting your privacy.

This Privacy Policy explains how we collect, use, store and protect your personal information when you visit our website, purchase tickets, enquire about our services, attend our events, or otherwise interact with us.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and other applicable UK data protection legislation.

By using our website or purchasing products or services from us, you acknowledge that you have read this Privacy Policy.

2. Data Controller

The data controller responsible for your personal information is:

Seamless Entertainment Ltd

Exchange House
St. Cross Lane
Newport
Isle of Wight
PO30 5BZ
United Kingdom

Company Number: **12104249**

Email: info@seamlessentertainment.co.uk

3. Information We Collect

Depending on how you interact with us, we may collect the following information:

Identity Information

- Name
- Title
- Date of birth (where required)

Contact Information

- Email address
- Telephone number
- Postal address

Booking Information

- Ticket purchases
- VIP bookings
- Event attendance
- Seating preferences
- Booking reference numbers

Payment Information

Payments are processed securely through our authorised payment providers.

We do **not** store your full debit or credit card details.

Technical Information

When you use our website, we may automatically collect:

- IP address
- Browser type
- Device information
- Operating system
- Website usage data
- Cookies and similar technologies

Marketing Preferences

Information regarding:

- Newsletter subscriptions
- Competition entries
- Promotional preferences
- Communication preferences

4. How We Collect Information

We collect information when you:

- Purchase tickets
- Make enquiries
- Contact us by email or telephone
- Complete website forms
- Subscribe to newsletters
- Enter competitions
- Participate in promotions
- Attend our events
- Interact with us on social media
- Browse our website

5. How We Use Your Information

We use your personal information to:

- Process ticket purchases
- Deliver VIP experiences
- Confirm bookings
- Respond to enquiries
- Provide customer support
- Send booking confirmations
- Notify customers of event changes
- Manage refunds where applicable
- Improve our website
- Prevent fraud
- Meet legal obligations
- Maintain financial records
- Administer competitions
- Send marketing communications where you have consented

6. Our Legal Basis for Processing

We process personal information under one or more of the following lawful bases:

- Performance of a contract
- Compliance with legal obligations
- Legitimate business interests
- Consent (where required)

Where processing relies upon consent, you may withdraw your consent at any time.

7. Marketing Communications

With your permission, we may send information regarding:

- Upcoming events
- Celebrity appearances
- VIP experiences
- Exclusive ticket offers
- Charity fundraising events
- Memorabilia releases
- Competitions
- News about Seamless Entertainment

You may unsubscribe from marketing communications at any time using the unsubscribe link within emails or by contacting us directly.

8. Sharing Your Information

We do not sell your personal information.

We may share information with trusted third parties where necessary, including:

- Ticketing providers
- Payment processors
- Event venues
- Professional advisers
- IT service providers
- Website hosting providers
- Accountants
- Legal advisers
- Government authorities where legally required

Each organisation is required to process your information securely and lawfully.

9. International Transfers

Where personal information is transferred outside the United Kingdom, appropriate safeguards will be implemented to ensure your information remains protected in accordance with UK GDPR.

10. Data Security

We take appropriate technical and organisational measures to safeguard personal information, including:

- Secure website technologies
- Restricted staff access
- Password protection
- Secure payment processing
- Regular software updates
- Appropriate data retention procedures

Whilst every reasonable effort is made to protect your information, no internet transmission can be guaranteed as completely secure.

11. Data Retention

We retain personal information only for as long as necessary to:

- Provide our services
- Meet legal obligations
- Resolve disputes
- Maintain accounting records
- Enforce contractual agreements

When information is no longer required, it will be securely deleted or anonymised.

12. Your Rights

Under UK GDPR you have the right to:

- Access your personal information
- Correct inaccurate information
- Request deletion of personal data (where applicable)
- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent
- Lodge a complaint with the Information Commissioner's Office (ICO)

13. Children's Privacy

Our website is intended for general audiences.

Where events are suitable for children, bookings should normally be made by a parent or legal guardian.

We do not knowingly collect personal information from children without an appropriate lawful basis.

14. Third-Party Websites

Our website may contain links to third-party websites, including ticketing providers, venues and social media platforms.

We are not responsible for the privacy practices or content of those external websites.

Users should review the privacy policies of those organisations separately.

15. Cookies

Our website uses cookies to improve functionality, analyse website performance and enhance the user experience.

Further information can be found in our separate Cookie Policy.

16. Changes to this Privacy Policy

We may amend this Privacy Policy from time to time to reflect changes in legislation, business practices or website functionality.

The latest version will always be published on our website.

17. Contact Us

If you have any questions regarding this Privacy Policy or how we process your personal information, please contact:

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PO30 5BZ

Email: info@seamlessentertainment.co.uk