



BACKSEAT EVENTS 2025 - Privacy Policy

Reviewed Annual

Privacy Policy

At Backseat Events, your privacy matters to us. As a full-service live event management and production company, we're committed to protecting the personal information of our clients, collaborators, and event attendees. This policy explains how we collect, use, and protect your data when you work with us or interact with our services.

Who We Are

Backseat Events is a UK-based event production company delivering bespoke, high-quality live events across the country. From technical engineers to project managers, we provide seamless end-to-end event execution — no matter the scale.

Whether you're planning a small private function or a large-scale production, our team works closely with you to bring your vision to life. And that includes respecting and protecting your privacy.

What Information We Collect

Depending on your interaction with us, we may collect:

- **Contact information:** Name, phone number, email address, company details
- **Event-specific details:** Venue location, technical requirements, scheduling info
- **Business correspondence:** Emails, meeting notes, project briefs
- **Website usage data:** When you browse our site, basic analytics and cookie data may be collected to help us improve your experience

We only collect the information necessary to provide our services or respond to your enquiries.

How We Use Your Information

We use your personal information to:

- Plan, manage, and deliver your event effectively
- Communicate with you regarding quotes, logistics, and ongoing projects
- Provide customer service and support
- Send occasional updates related to our services (if you've opted in)
- Improve our operations and website functionality
- Comply with any applicable legal or regulatory obligations

How We Share Your

Information

We do **not** sell or rent your personal data.

In some cases, we may share limited information with trusted suppliers or freelance professionals (e.g. AV technicians, venues, logistics teams) when necessary for event delivery. These partners are required to keep your data secure and only use it for the agreed purposes.

How We Keep Your Data Safe

We implement appropriate physical, digital, and managerial safeguards to protect your data from unauthorised access, loss, or misuse. Only team members who need access to your data for operational reasons are granted it.

How Long We Keep Your Data

We retain your information only for as long as necessary to fulfil the purposes it was collected for — including for accounting, reporting, and legal requirements.

If you request deletion of your data, we will securely remove it unless retention is required by law.

Your Rights

Under the UK General Data Protection Regulation (UK GDPR), you have the right to:

- Access the personal data we hold about you
- Request correction or deletion of your data
- Object to or restrict certain types of processing
- Withdraw consent at any time (where applicable)
- File a complaint with the Information Commissioner's Office (ICO)

To make a data request, contact us at the details below.

Cookies and Website Tracking

We may use cookies on our website to enhance user experience and monitor traffic (e.g. Google Analytics). You can adjust your browser settings to disable cookies at any time.

Policy Updates

We may occasionally update this Privacy Policy to reflect changes to our practices or legal requirements. Any major updates will be posted on our website with a revised "last updated" date.

Contact Us

If you have questions about this Privacy Policy or wish to make a data request, please contact:

Email: Events@backseatevents.co.uk