

# Southend Venues Marketing Privacy Notice

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## Introduction

Southend Venues is a service which is owned and managed by Southend on Sea Borough council and provides short and long term room hire from council owned venues. This service extends to equipment hire & third party hospitality. Southend Venues is an extended service of Southend on Sea Borough Council who are a registered Data Controller. The Council has an appointed Data Protection Officer, if you have any questions or concerns regarding the way we handle and process your personal data or this privacy notice, please contact [dataprotection@southend.gov.uk](mailto:dataprotection@southend.gov.uk). This marketing privacy notice is to inform you of how data may be used for marketing purposes and your rights in relation to this use of data.

## Opting In

Southend Venues may email individual customers or businesses if you select to 'Opt-in' to the specific marketing listed on the online forms when processing a booking or by sending a request to be contacted for marketing purposes to [RoomBookings@southend.gov.uk](mailto:RoomBookings@southend.gov.uk). By selecting to be contacted by email, regarding the service for special offers, your name or business name will be added to a database highlighting that you gave **specific consent**.

## Opting Out

The database we collect information on details contact information, the date this was approved and how consent was obtained. Individuals can 'Opt-out' at any time from email marketing communications by replying to the email sent with this request or by sending an email to [RoomBookings@southend.gov.uk](mailto:RoomBookings@southend.gov.uk) requesting to opt out. Anyone who wishes to 'Opt-out' will be put on a do not contact list to ensure this is actioned. If you choose to 'Opt-in' to email marketing this will be separate to the information received regarding a specific booking or for being contacted by us to tell you about important communications that may affect you or your booking and will be used for direct marketing purposes only.

## What is the data used for?

Southend Venues will use your data for marketing purposes and will collect collated statistics from the internal systems Stopford & My Southend; however, any data used for statistical purposes is anonymised and looked at as a collective sample group. Collated statistics are also gathered from Social media using their third-party analytic tools, this includes but is not limited to Twitter, Facebook, Instagram, Pinterest, google +, LinkedIn, Youtube, Flickr.

## Websites and cookies

Please be aware that third-party sites may use cookies and will have their own privacy policy. Southend Venues also use Google Analytics on the Southend Borough Council Website to review website traffic and this is collated data only. When visiting our websites, you may also be providing us with certain information through our use of website 'cookies'. You can find out more about this in the cookie information on the Southend Borough Council website. Photographs may be required for promotional materials but specific consent will be obtained with a form prior to photographing a session.

Southend Venues are also listed on Venue Directory at [www.venuedirectory.com](http://www.venuedirectory.com) & Cvent at [www.cvent.com](http://www.cvent.com) and these third party sites may provide Southend Venues with data for the purpose of providing a service only and not for any direct marketing purposes. Venue Directory may have its own Privacy Policy & may use cookies.

## Legislation and Regulations

Where the relevant data protection legislation (GDPR/DPA 2018) does not cover specific aspects of marketing & communications, where appropriate, Southend Venues follows the Privacy and Electronic Communications Regulations (PECR). Southend Venues will ask for specific consent in regard to direct marketing. Market research does not count as direct marketing, however, when researching; this will not include any promotional materials or campaigns. Data gathered for market research will not be used for any direct marketing.

## Further information

We may offer you opportunities to hear about events and services provided by the Council and our partners. When we do, we will ask for your consent to do so and we will offer you a clear opportunity to 'Opt-out' at any time.

We do not sell your personal information to anyone else.

To view Southend Venues full privacy notice please visit: [https://www.southend.gov.uk/downloads/file/5550/southend\\_venues\\_privacy\\_policy](https://www.southend.gov.uk/downloads/file/5550/southend_venues_privacy_policy)

To view the full Southend on Sea Borough Council Privacy Notice please visit [www.southend.gov.uk/privacynotice](http://www.southend.gov.uk/privacynotice)