

PRIVACY POLICY

INTRODUCTION

Menhirs Fate is a data controller. This Privacy Policy sets out the obligations of Menhirs Fate, a Larp ran by Dragon Hoard Games Ltd a company registered under number 15344511, regarding data protection and the rights of customers, prospective customers, suppliers, employees, volunteers and contacts (“data subjects”) in respect of their personal data under the UK’s General Data Protection Regulation 2018 (GDPR).

Everyone at Menhirs Fate who is responsible for using personal data has to follow strict rules called ‘data protection principles’. They must make sure the information is:

- Used fairly, lawfully and transparently;
- Used for specified, explicit purposes;
- Used in a way that is adequate, relevant and limited to only what is necessary;
- Accurate and, where necessary, kept up to date;
- Kept for no longer than necessary; and
- Handled in a way that ensures appropriate security, including protection against unlawful or unauthorised processing, access, loss, destruction or damage.

There is a stronger legal protection for more sensitive information, such as:

- Race;
- Ethnic background;
- Political opinions;
- Religious beliefs;
- Trade union membership;
- Genetics;
- Biometrics (where used for identification);
- Health; and
- Sex life or orientation

There are separate safeguards for personal data relating to criminal convictions and offenses.

YOUR RIGHTS

Under the Data Protection Act 2018, subjects have the right to find out what information Menhirs Fate stores about them. These include the right to:

- Be informed about how their data is being used;
- Access to personal data;
- Have incorrect data updated;
- Have data erased;
- Stop or restrict the processing of their data;
- Data portability;
- Object to how their data is processed in certain circumstances

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They also have rights when Menhirs Fate is using their personal data for:

- Automated decision-making processes (without human involvement);
- Profiling, for example to predict your behaviour or interests

The UK GDPR defines “personal data” as any information relating to an identified or identifiable natural person (a “data subject”); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

This policy sets out our obligations regarding the collection, processing, transfer, storage, and disposal of personal data. The procedures and principles set out in this Policy must be followed at all times by Menhirs Fate and our employees, agents, contractors, volunteers, or other parties working on our behalf.

We are committed not only to complying with the law, but also to upholding the spirit of the law. We place high importance on the correct, lawful, and fair handling of all personal data, protecting the legal rights, privacy and trust of all individuals with whom we deal.

INFORMATION WE COLLECT

We collect the following types of information:

- **CUSTOMER/PARTICIPANT DATA:**

We collect and process the following personal data in order for us to provide our services and under the lawful basis of legitimate interest:

- Name;
- Contact information (email address, telephone number);
- Medical information: This includes information necessary for providing medical assistance in case of injury or illness during Menhirs Fate events, such as known medical conditions, allergies, emergency contact details, and consent for medical treatment. We may also collect information about any accessibility requirements (which may involve storing information about mental or physical health);
- Images/Media (see ‘IMAGE AND MEDIA POLICY’ below)
- Children/Young People: In the few instances where we collect information from children/young people, we will always seek parental consent and will only ever collect such information for the purposes specified when we collect it.

- **PROSPECTIVE CUSTOMER & SUPPLIER DATA:**

We collect and process the following personal data in order for us to provide our services and/or where we have received consent to do so:

- Name;
- Contact information (email address, telephone number);

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- **EMPLOYEE/VOLUNTEER STAFF DATA:**

We collect and process the following personal data in order for us to provide our services and in order to comply with employment law and manage employee/volunteer-related tasks:

- Name;
- Contact information (email address, telephone number, postal address);
- Bank details (if required);

- **WEBSITE DATA:**

Additionally, through our website, we may collect, hold and process the following personal data:

- Name and contact information (email address, telephone number) if provided through our online forms;
- Demographic information (preferences, interests) if provided;
- We do not currently collect analytics data

CONSENT

By providing your personal information to Menhirs Fate, you consent to the collection and use of this information in accordance with this policy. You may withdraw consent at any time by contacting us via: contact@menhirsfate.com

PURPOSE LIMITATION

We only collect, process and hold personal data for the specific purposes set out in this Policy or as permitted by the UK GDPR.

DATA RETENTION

We will not keep personal data for any longer than is necessary in light of the purpose or purposes for which that personal data was originally collected, held, and processed.

When personal data is no longer required, steps will be taken to erase or otherwise dispose of it without delay.

For full details of our approach to data retention, including retention periods for specific types of personal data we hold, please ask for further information.

DATA PORTABILITY

We do not currently use automated means to process personal data.

DATA SHARING AND DISCLOSURE

We do not sell, distribute, or lease your personal information to third parties unless we have your permission or are required by law to do so. We may share information with trusted partners who assist us in operating our events, conducting our business, or serving our participants, as long as those parties agree to keep this information confidential.

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IMAGE AND MEDIA POLICY

Menhirs Fate is a festival-type system, and as such, photography and videography are integral parts of our events and therefore fall under the category of legitimate business interest.

According to the GDPR, photos of participants are classified as personal data. By attending our events, participants agree that their images may be captured and used for promotional purposes, including but not limited to social media, website content and promotional materials.

Participants will be informed that photos and videos will be taken at the event, such as via notices placed at event entrances, and information provided during ticket purchase.

However, we respect the privacy of our participants. If you prefer not to have your image used, you have the opportunity to opt-out. To opt-out, please write to us at contact@menhirsfate.com, and we will make every effort to exclude your images from our materials.

SOCIAL MEDIA DATA

Menhirs fate utilises social media platforms, including Facebook, Instagram and YouTube (collectively referred to as the “Social Media Companies”), to disseminate information about Menhirs Fate LARP system. By following or engaging with our social media channels, we collect Usage Data to analyse user interactions with these platforms. If you contact us through social media by sending messages or making posts, we may use your Profile Data to respond to you. Additionally, the Social Media Companies will also process your personal data as Joint Controllers for the purposes outlined above. For more details, please review the privacy notices/policies that are provided by the Social Media Companies.

LEGITIMATE BUSINESS INTERESTS

We may use your personal information for the following purposes:

- Conducting market research and analysis which helps Menhirs Fate to improve and customise our services;
- For marketing purposes, unless consent is required for such;
- To send service related emails including booking confirmations and event reminders;
- To prevent and detect unlawful behaviour, to protect or enforce our legal rights or as otherwise permitted by law;
- To administer and manage our relationship with you, such as responding to communications;
- To comply with legal or regulatory requirements;
- To help us establish, exercise, or defend legal claims

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ACCESS TO YOUR INFORMATION

You have the right to request details of the personal information we hold about you. If you would like a copy of the information held about you, please contact us at: contact@menhirsfate.com

DATA PROTECTION IMPACT ASSESSMENTS

We will carry our Data Protection Impact Assessments for new projects and uses of personal data. Assessments will cover the type of personal data, the purpose for which it is used, our objectives, the parties (internal and/or external) who are to be consulted, the necessity and proportionality of the data processing with respect to the purpose(s) for which it is being processed, any risks posed to data subjects and posed both within and to Menhirs Fate and proposed measures to minimise and handle identified risks.

CHANGES TO THIS POLICY

Menhir Fate may update this policy from time to time. We will notify you of any changes by updating the policy on our website. You are advised to review this policy periodically for any changes.

CONTACT US

If you have any questions about this policy or our data collection practices, please contact us at: contact@menhirsfate.com

CONTACT THE ICO

If you have any concerns about how we handle your data, you have the right to contact the Information Commissioner's Office (ICO), although we would encourage you to try and let us help you first. You are able to reach them through their website, at: <https://ico.org.uk> or by calling their helpline at 0303 123 1113.

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