

PRIVACY POLICY AND COOKIES STATEMENT

Introduction

Nine Point Eight (**we, us or our**) is committed to respecting your privacy. The purpose of this Privacy Policy and Cookies Statement (this **Privacy Policy**) is to explain how we will use any personal data we collect about you, the rights you have over it, and the policies and procedures we have in place to respect your privacy and keep your personal data secure.

This Privacy Policy applies to you if you:

- visit any venue at which we operate, including Drumsheds, London (each and together, the **Venue**);
- buy a ticket for, or attend, an event at the Venue;
- use our products or services, whether at the Venue, over the phone, online, through our websites or mobile applications, or by interacting with us on social media (together, our **Services**);
- contact or otherwise engage with us; or
- are, or represent an organisation that is, an actual or potential customer, supplier or partner of ours, or that enters into an agreement with us.

Who are we?

We are Nine Point Eight, a charitable company limited by guarantee, company number 14917230 and charity number 1208298, with our registered address at 5 Elstree Gate, Elstree Way, Borehamwood, Hertfordshire, WD6 1JD.

We are also a Data Controller registered with the Information Commissioner's Office, registration number ZB679488.

Our contact details

If you have any comments or questions about this Privacy Policy or our data processing practices, please address them to our Data Protection Officer at dpo@ninepointeight.org or send a letter to our Data Protection Officer, 5 Elstree Gate, Elstree Way, Borehamwood, Hertfordshire, WD6 1JD.

The categories of personal data we collect and use

The categories of personal data we collect and use include:

- name, address, email address, telephone number, gender, date of birth, age and/or age range;
- information about any device you have used to access our Services or our websites or mobile applications or the websites of our ticketing and/or other partners or to access the public Wi-Fi service at the Venue (such as your device's make and model, device identifier, operating system, browser, MAC address or IP address);
- information about the pages or sections you have visited on websites or mobile applications provided by us or by our ticketing and/or other partners, including the website or mobile application you were referred from and when you visited or used them;
- information about the Services we provide to you (including for example, what we have provided to you, when and where and, if applicable, how much you paid);
- information about transactions you make with other companies for events and services at the Venue (including for example, what they have provided to you, when and where and, if applicable, how much you paid);
- bank account details and payment card information;
- location data (for example, if you use Wi-Fi at the Venue or our mobile applications at the Venue);
- your account login details, including your user name and password;
- information you provide to us when you contact us by phone, email, post, or when you communicate with us via social media;
- information you provide to us about your health (for example when you are buying tickets for wheelchair accessible spaces, or when we are investigating an accident which may have happened at the Venue);
- images and recordings of you when you visit the Venue, including CCTV and body worn camera footage and audio, and photographs and film taken at events;

- information collected during entry checks and security searches, including details from identification documents where we check or record them, and records of any incident, refusal of entry or ejection;
- information about electronic communications you receive from us, including whether that communication has been opened and if you have clicked on any links within that communication;
- answers you provide when you respond to competitions, votes and surveys;
- your identity, public profile, follows and likes from a social network; and
- other personal data which you may disclose to us when you use our Services at any time.

Sources of personal data

We will receive your personal data when you provide it to us yourself or when you use or purchase one or more of our Services.

We also receive personal data about you from third parties. Third parties who provide us with personal data about you include:

- event promoters, organisers and other companies who hire or use the Venue, and their suppliers (for example, when they provide us with guest lists or details of staff, crew or artists attending the Venue);
- ticket agents and other partners, who transfer personal data to us when you purchase a ticket and/or other services from them for an event at the Venue;
- social media platforms, such as Facebook, where you choose to register for or sign in to our Services using your social media account. In that case, we may receive certain information from that platform (such as your profile name), depending on your privacy settings on that platform. You should read the privacy policies of those platforms and check your privacy settings to understand how they use and share your information; and
- other third parties, where you have agreed to them sharing your information with us for specific purposes (such as marketing).

How we use your personal data

All personal data that we obtain about you will be used in accordance with current data protection laws and this Privacy Policy. We, or third-party data processors acting on our behalf, will process your personal data as follows:

- As necessary, to **perform a contract with you**, such as a contract to process an order from you for one or more of our Services including, where applicable, taking payment and carrying out fulfilment and delivery.
- As necessary, to **comply with a legal obligation**, for the following purposes:
 - where you exercise your rights under data protection law and make requests; and
 - to comply with any legal obligation, any lawful request from government or law enforcement officials and as may be required to meet national security or law enforcement requirements or prevent illegal activity.
- As necessary, for **our legitimate interests** in providing the Services and ensuring they operate safely, securely and in a commercially suitable way which is tailored to your use and interests, for the following purposes:
 - to provide you with the Services;
 - to verify your identity for security purposes;
 - to help us to ensure our customers are genuine and to prevent fraud;
 - to ensure the security of our websites, mobile applications and other technology systems;
 - for the good governance of our business, including keeping financial records, to allow us to pay suppliers and to charge, invoice or refund customers;
 - by using CCTV and body worn cameras, to prevent and detect crime and to keep people who visit and work at the Venue safe and secure;
 - to carry out entry checks and security searches, verify age and identity, manage refusals of entry and ejections, and keep records of these;
 - to photograph and film events at the Venue, and to use and share those photographs and film to promote and report on the Venue and our events, including commercially (for example, with promoters, artists, broadcasters or media partners);

- to record and investigate health and safety and other incidents which have happened or may have happened at the Venue;
- to manage access to specific areas at the Venue;
- to provide you with information about our Services, to contact you about administrative matters, and to manage and respond to any queries or complaints you make or any correspondence you send us;
- to help us to return lost property to its rightful owner;
- to process your competition entries and your survey or voting information;
- for the purpose of marketing our Services, including sending marketing by post and profiling relating to our marketing (see 'Automated decision-making and profiling' below);
- to “geo-fence” marketing so that you receive marketing communications or see advertisements which are relevant to your location;
- to operate competitions, including notifying you if you have won, to confirm delivery of a prize or for other related purposes; and
- for market research and statistical analysis and to analyse the use of our Services so that we can improve them.
- Based on **your consent**, for the following purposes:
 - to send you marketing communications about our Services by email, SMS, push notification or other electronic means;
 - to show you targeted advertising and create custom advertising audiences on third-party platforms, using information collected through cookies and pixels on our websites; and
 - to send you marketing communications about the goods and services of other companies, such as the artists and sponsors we work with, or to share your personal data with them for that purpose.
- When you provide us with personal data about your health, or we obtain it in connection with an incident at the Venue, we will process it:
 - based on your explicit consent, to provide you with tailored services (for example, a wheelchair accessible space); and
 - where necessary to record and investigate an accident or incident at the Venue, to comply with our health and safety obligations (including any reporting obligations), to protect your vital interests or those of another person in an emergency, or to establish, exercise or defend legal claims.

If you win a competition, we may publish or make available on request your surname and county (or similar limited information) to show that the prize has been validly awarded, as required by the competition terms and the advertising rules that apply to promotions. If you object to this, please contact us, but we may still need to provide this information to the Advertising Standards Authority if asked. We will not publish any other personal data about you, such as your photograph or a statement from you, without your consent.

We will collect and aggregate on an anonymous basis information about you, your spending and use of our Services with information about other users of the Services in order to identify trends (**Aggregated Data**). We may pass Aggregated Data to the third parties referred to in the section below, such as partners, to give them a better understanding of our business and to bring you a better service. Aggregated Data will not contain information from which you may be personally identified.

Sharing your personal data

We will share your personal data with the data processors that help us to provide the Services. Any data processors with whom we share your personal data are limited (by law and by contract) in their ability to use your personal data for any purpose other than to provide services for us. We will always ensure that any data processors with whom we share your personal data are subject to privacy and security obligations consistent with this Privacy Policy and applicable laws.

If you have consented, we will share your personal data with other trusted third parties, for example the artists or sponsors we work with, so that they can use your personal data for marketing or promotional purposes by sending you information about related products or services that may be of interest to you.

Where you have consented through our cookie banner, information about your use of our websites will be shared with our advertising and analytics partners, who may combine it with other information they hold about you and use it for their own purposes, including advertising.

We will also disclose your personal data to third parties in the following circumstances:

- if we sell or buy any business or assets, we may disclose your personal data to the prospective seller or buyer of such business or assets;
- if we (or substantially all of our assets) are acquired by a third party, in which case personal data held by us will be one of the transferred assets;
- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, any lawful request from government or law enforcement officials and as may be required to meet national security or law enforcement requirements or prevent illegal activity;
- in order to enforce or apply our terms and conditions (including any ticket or Venue terms) or any other agreement or to respond to any claims, to protect our rights or the rights of a third party, to protect the safety of any person or to prevent any illegal activity; or
- to protect the rights, property, or safety of us, our customers or other persons. This may include exchanging personal data with other organisations for the purposes of fraud prevention and credit risk reduction.

Save as expressly detailed above in this section, we will never share, sell or rent any of your personal data with any third party without notifying you and/or obtaining your consent.

International transfers

Some of our service providers and partners are based, or process personal data, outside the UK. Where this happens, your personal data will be protected by appropriate safeguards as required by UK data protection law. Please contact our Data Protection Officer if you would like more information.

How long do we keep your personal data?

We will normally retain your personal data for as long as you use our Services and for up to two years after your last use of our Services or your last interaction with us (for example, the last time you opened an electronic communication from us or visited one of our websites).

CCTV and body worn camera footage recorded at the Venue is retained only for as long as necessary for the purposes for which it was collected, including to meet our legal and regulatory obligations, after which it is securely deleted. We may retain specific footage for longer where we are investigating an incident or where we are required to do so by law or at the request of the police or another competent authority.

We will retain your personal data for longer if we believe we may need it in order to respond to any claims, to protect our rights or the rights of a third party, and we will retain your personal data for longer if we are required to retain it in order to comply with applicable laws.

We will always retain your personal data in accordance with data protection law and never retain your personal data for longer than is necessary.

Automated decision-making and profiling

We will combine any personal data about you that we receive from you and from third parties such as our partners in order to create marketing profiles.

Marketing profiles include personal data such as information about Services you have used or purchased previously, information about when you have visited the Venue in the past, demographic data and data from your social media profiles.

For example, we may analyse the personal data of people who have purchased tickets for a particular future event at the Venue and then compare them with other people in our database. If we identify people in our database who have similar personal data to the original purchasers, we may then target marketing about that event to the new people we have identified in our database, for example by sending direct marketing emails. We may conduct the profiling and send the direct marketing emails automatically.

We conduct these automated decision-making and profiling activities for our legitimate interests in providing the Services and ensuring they operate in a commercially suitable way which is tailored to your use and interests.

We will ensure that the automated decision-making and profiling does not produce legal effects concerning you or similarly significantly affect you.

Your rights

You may contact our Data Protection Officer at any time, to:

- request that we provide you with a copy of the personal data which we hold about you;
- request that we update any of your personal data which is inaccurate or incomplete;
- request that we delete any of your personal data which we are holding;
- request that we restrict the way that we process your personal data;
- request that we provide your personal data to you or a third-party provider of services in a structured, commonly-used and machine-readable format;
- object to us processing your personal data based on our legitimate interests, including profiling; or
- object to us processing your personal data for direct marketing purposes.

To help us locate your personal data and respond to your request, please include your name and the contact details you have used with us (for example, your email address or postal address). We may also ask for proof of your identity or further information where this is reasonably necessary to confirm who you are or to find the data you have requested. The time limit for responding will begin once we have received this information. We will respond to your request within one month of receipt. This may be extended by up to two further months where requests are complex or numerous, in which case we will let you know.

If you are unhappy with how we have handled your personal data, please contact our Data Protection Officer first so that we can try to resolve your concern. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO).

Withdrawing your consent

Where we are processing your personal data based on your consent, you may change your mind and withdraw your consent at any time.

You can withdraw your consent to receive marketing communications by clicking on the unsubscribe link in an email or by adjusting the push message settings for the mobile application.

You can also withdraw your consent to receive marketing communications or any other consent you have previously provided to us by contacting us.

How do we protect your personal data?

We use industry standard technical and organisational security measures to protect your personal data. We keep your personal data secure by implementing policies, procedures and access controls so that only authorised members of our staff or authorised third parties can access your personal data. We protect our information technology systems with firewalls and anti-virus and anti-malware software and other information security technology solutions. When we transfer your personal data to third parties we use encryption.

We cannot guarantee the security of your personal data when you transmit it to us. For example, if you email us your personal data, you should be aware that email is not a secure transmission method. As such, you acknowledge and accept that we cannot guarantee the security of your personal data transmitted to us and that any such transmission is at your own risk. Once we have received your personal data, we will use strict procedures and security features to prevent unauthorised access.

Cookies

Cookies are small text files placed on your device when you visit a website. We also use similar technologies such as web beacons and pixels. In this section, we refer to all of these as "cookies".

We use the following types of cookies on our websites:

- **Strictly necessary cookies**, which are required for our websites to work, for example to keep our websites secure and remember your cookie preferences. These cannot be switched off.
- **Performance cookies**, which help us understand how visitors use our websites, for example how many people visit a page and how they move around the site, so that we can improve them.
- **Targeting cookies**, which are used by us and third parties to show you advertisements that are more likely to be of interest to you, on our websites and elsewhere, including retargeting (showing you advertisements for events you have previously looked at on our websites).
- **Functionality cookies**, which remember your choices and settings to provide enhanced features and content.

Some of these cookies are set by third parties, and their use of this information is subject to their own privacy policies.

Apart from strictly necessary cookies, we will only place cookies on your device if you consent through our cookie banner. You can change your preferences or withdraw your consent at any time using the cookie settings on our website, where you can also find a full list of the cookies we use. You can also block or delete cookies through your browser settings, although some parts of our websites may not work properly if you do.

Changes to our Privacy Policy

We may change this Privacy Policy from time to time. Any changes will be posted on this page so that we can keep you informed about how we process your personal data. We recommend that you check this page regularly so that you are aware of the latest version and can update your preferences if necessary. Your continued use of our Services shall constitute your acceptance of any revised Privacy Policy.

This Privacy Policy was last updated on 30 September 2026.