

# Visitor Experience – Sales through our till systems

## Why do we collect information about you?

We take basic contact details from you when you purchase event tickets through us, so we can contact you should there be any changes / cancellations to the event. We can also ask at this point if you would like to be added to one of our mailing lists.

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## What information do we collect about you?

We collect your contact details such as name, address, email address & contact numbers. We will also record which mailing lists you wish to opt in to (if any) & how you would prefer to be receive the information.

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## Who do we share the information with?

Your information is not routinely shared unless you have booked an event in which the organiser (if not Gloucester City Council) needs those details to contact you directly as part of the booking (with menu choices for example). This will be highlighted to you when you book. Your information will also be passed on if you have requested to be added to the event organisers mailing list. Again, this will be confirmed when you book.

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## Is any information transferred to or stored on servers based outside the European Economic Area?

Information is stored in the UK & the EU only.

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## How long do we keep your information?

We keep customers contact details in line with our retention schedule, which is available on the Gloucester City Council website under the Documents heading on the Data Protection page. View the document [here](#).

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## Who do we collect information from?

Information is provided by you, the customer, when completing a booking with us.

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## What are the consequences if we do not collect the data?

We may be unable to complete your booking or keep you informed if we do not collect your contact details.

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## Are any decisions about you made by automatic means?

No automated decisions are made about you.