Privacy and Cookie Policy

SUNROOMS2

Prepared 27 October 2026 | Approval draft

This policy explains how we use personal information when you contact SUNROOMS2, apply for membership, arrange an event or use our website. It also explains your choices about promotional messages and cookies.

1 Introduction

The data controller is TOO DAMN CHEEKY SOUND & VISION LTD, trading as SUNROOMS2. The company is responsible for deciding how and why personal information is used. Robert Elmore is our designated contact for privacy matters.

Contact Robert Elmore at admin@sunrooms2southend.com or write to SUNROOMS2, 20–21 Market Place, Southend-on-Sea, Essex, SS1 1DA. This is our venue and correspondence address.

This policy covers website visitors, membership applicants and members, customers, promoters, private hire clients and other people who contact us. Separate notices provided at an event or when information is collected may give more detail about a particular activity.

2 Why this policy exists

We want you to understand what we hold, why we need it, who may receive it and how to exercise your rights. We collect only information relevant to our services and explain any additional use before making it.

3 Data protection law

We follow the UK General Data Protection Regulation, the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003, as amended, including applicable changes made by the Data (Use and Access) Act 2025.

We must use personal information fairly and lawfully, for clear purposes, keep it accurate and proportionate, protect it and retain it only for as long as needed. We remain responsible for demonstrating how we meet these requirements.

4 Personal information we collect

Membership applications start by SMS to 07721 378 972. The information requested is your initials and birth year, for example "JS 84". We also receive the mobile number you text from, your message and its date and time. Initials and birth year are still personal information when linked to your number; the process is not anonymous.

The team may exchange further messages to process your application. Relevant membership records include the information you provide, the application outcome or membership status, and any marketing choices you make. We explain any extra information

needed before asking for it. The initial SMS process does not ask for a full date of birth, home address, email address, payment card details or a copy of your identity document.

For enquiries and bookings, we receive the name and contact details you supply, your message, event or hire requirements and relevant correspondence. Please avoid sending unnecessary sensitive information.

When you visit our website, hosting and other enabled services may receive technical information such as IP address, browser and device details, request times, security logs and cookie choices. The cookie section explains how device storage is handled.

5 How we collect your information

We receive information directly from you by SMS, telephone, email, website enquiry tools, social media or in person. Information may also come from someone organising an event or booking on your behalf. Where a promoter or ticketing provider shares information with us, we use only what is needed for the relevant service and explain the source where required.

6 Why we use your information

We use relevant information to process membership requests, administer member benefits, respond to enquiries, plan private hire and events, resolve problems and keep necessary business records. We also use technical information to maintain and protect the website.

We use marketing contact details to send event announcements, promotions and offers only in line with the choices described in section 12. Applying for membership is not itself an instruction to add you to every marketing channel.

7 Our lawful bases

Contract and steps requested before a contract: processing a membership application, arranging a booking and providing agreed services where necessary for our agreement with you.

Legitimate interests: answering general enquiries, managing business relationships, handling complaints, protecting systems and keeping proportionate records. We balance these interests against your rights and reasonable expectations.

Legal obligation: complying with applicable tax, accounting, licensing and other legal duties where the information is necessary for those duties.

Consent: optional promotional messages and cookies or similar technologies that require permission. You can withdraw consent without affecting the lawfulness of earlier use. Declining marketing does not prevent you applying for membership.

8 Tickets and payments

Event pages may link to an external ticket seller. If you purchase through that seller, its privacy notice explains its collection of booking and payment information. Following a link does not automatically give SUNROOMS2 access to all information you provide there.

Where we receive booking confirmations, attendance information or transaction records to provide an event or hire service, we use them for that purpose and necessary accounts or dispute handling. Do not send card details by membership SMS or general enquiry message.

9 Event photography and publicity

Our website includes event photographs. Identifiable photographs are personal information. Where we arrange photography or use identifiable images for publicity, we must have an appropriate lawful basis and give relevant information at the event or point of collection.

Joining the membership scheme does not give blanket consent to use your image in advertising. To ask about a photograph of you or request its removal from our channels, contact admin@sunrooms2southend.com with the page or image details. We will assess your request and explain the outcome. Independent promoters and photographers may be responsible for their own use of images.

10 Membership records

Membership details are kept on the venue phone rather than in a separate spreadsheet or membership system. We use your SMS details to contact you about your application, record its outcome and administer your membership. A team member follows up to process the application; the initial message alone does not confirm acceptance.

Your mobile number enables us to identify and contact you. Initials and birth year support the application process, but a birth year alone does not establish an exact age or replace any age checks required for admission.

We retain only information needed for the membership relationship, necessary administration and your communication preferences, subject to section 19. If you do not provide the basic information requested, we may be unable to process your application. Tell us if your number changes or you wish to end your membership.

11 Who we share information with

Access is limited to authorised people who need information for their role. Relevant service providers may include website hosting and maintenance, enquiry widgets such as Elfsight, email and telecommunications services, and secure record storage. They receive only information needed for their services.

We may also share necessary information with event partners to deliver a booking, professional advisers, or authorities where there is a lawful reason. We do not sell membership contact lists. A promoter does not receive your details for its own marketing merely because you become a member.

Providers acting on our behalf must be covered by appropriate processing terms. Providers acting for their own purposes, including external ticketing and social media services, explain those purposes in their own notices.

12 Events and promotional messages

We ask separately whether you want SUNROOMS2 to send promotional SMS messages about events, offers and membership promotions. We record your affirmative choice. Simply texting an application, becoming a member or reading this policy does not provide that permission.

Permission for SMS does not cover email or WhatsApp promotions. We ask separately before using another channel. Necessary messages about your application or membership can still be sent without promotional content.

You can stop marketing at any time by replying STOP to our membership number or contacting admin@sunrooms2southend.com. Each promotional message identifies SUNROOMS2 and explains how to opt out. There is no charge from us for opting out; normal network charges may apply to a text.

We stop the relevant marketing after an opt-out and keep a minimal suppression record so you are not added again by mistake. Opting out does not cancel your membership.

13 Cookies and similar technologies

Cookies are small files stored on your device. Similar technologies include browser storage, pixels and other tools that store or access device information. These rules apply even where the information is not personally identifiable.

The purpose of a technology determines whether permission is needed. Necessary security or requested service functions can qualify for an exception. Advertising and other non-exempt purposes require your prior consent.

14 Cookie purposes and choices

Necessary functions can include security, maintaining a requested session and remembering privacy choices. A technology is not necessary merely because it is useful to the business.

Optional functions may include enhanced media, analytics or advertising, if enabled. We do not treat browsing or scrolling as consent. Where consent is needed, optional technology must remain off until you choose it.

UK rules allow limited exceptions for certain statistical or appearance functions if all conditions are met, including clear information and an easy, free objection mechanism. We do not assume a service qualifies simply because it is described as analytics or functional. Advertising is not covered by those exceptions.

15 Website tools and embedded services

Our WordPress website uses event information, gallery content and an Elfsight enquiry service. An embedded tool may communicate with its provider and transmit technical information when it loads. Submitting an enquiry also sends the information you enter so it can be delivered to us.

Media, audio players, social sharing tools and other embeds must be assessed individually. Starting playback is not permission for unrelated advertising tracking. External ticket and social media links take you to services with their own privacy and cookie arrangements.

16 Third party technologies

A provider may set or read its own cookies or other device storage. We remain responsible for ensuring that tools enabled on our website meet applicable consent requirements. A link to a provider's policy does not replace that responsibility.

The current cookie information supplied through the site's privacy controls should identify the actual cookies or storage used, their providers, purposes and duration. This must reflect the live configuration rather than a generic list of WordPress or plugin cookies.

17 Managing cookie preferences

Where optional technologies are enabled, website privacy controls should let you accept, reject or choose their purposes and revisit your decision. Rejecting optional tracking should leave core information and contact routes available. You can also contact us directly by email instead of using an embedded enquiry tool.

Browser settings let you delete or block stored cookies, although blocking necessary storage can affect requested functions. Browser controls supplement the website's controls; they do not replace our duty to obtain permission where required.

18 How long cookies last

Session storage normally ends with the relevant browsing session. Persistent cookies or storage can remain until their expiry or removal. Actual durations vary by the enabled tool and must be shown in the current cookie information. Changing your consent stops future non-exempt use for the rejected purpose; you may also delete existing storage using your browser.

19 How long we keep personal information

We assess retention according to the purpose of the record rather than keeping every message indefinitely. The criteria below apply to relevant records and their copies, including messages, exports and backups.

Membership applications: for the time needed to process the request and resolve any related query or dispute. If the application does not proceed, we remove details once those purposes no longer justify keeping them.

Active membership: while needed to administer the membership and its benefits. After it ends, we retain only information justified by outstanding administration, complaints, legal duties or claims, and remove the remainder.

Marketing: while the permission remains valid and relevant. We retain a proportionate record of the choice and any withdrawal to demonstrate compliance. After an opt-out, a

minimal do-not-contact record can remain for as long as needed to prevent further marketing.

Enquiries and bookings: while dealing with the enquiry or providing the service, followed by any period necessary for accounts, applicable tax duties or a realistic dispute or claim. The relevant legal duty and claim period determine any longer retention.

Technical logs and cookie choices: for the period justified by security, troubleshooting or demonstrating and respecting the recorded choice. Records no longer needed are deleted, anonymised or securely disposed of. Backup copies should expire under the relevant backup cycle and not be restored to active marketing lists.

20 Keeping information secure

We restrict access to authorised people and use appropriate safeguards for the systems and devices holding personal information. Membership messages require protection just as a formal database does. Relevant safeguards include device locks, account security, controlled backups and secure disposal.

We assess suppliers and handle suspected data breaches in line with our legal duties, including notifying the regulator or affected people where required. No communication service or website can be guaranteed completely secure.

21 Data accuracy

Please tell us if your contact details or membership information changes. We correct inaccurate information and take reasonable steps to avoid sending personal or promotional messages to a reassigned phone number.

22 International transfers

Some website, communications or storage providers may process information outside the UK. Before making a restricted transfer, we must establish a valid transfer route, such as applicable UK adequacy regulations or appropriate contractual safeguards supported by the required assessment.

Contact Robert Elmore for details of the countries, providers and safeguards relevant to your information, and how to obtain a copy of applicable safeguards. Necessary redactions may protect confidential information. We do not assume that a provider is UK-only because the venue is in the UK.

23 Your data protection rights

Depending on the circumstances, you can ask to access your personal information, correct it, erase it, restrict its use or receive a portable copy. You can object to processing based on legitimate interests and withdraw consent where we rely on it. You have an absolute right to object to direct marketing.

Some rights have legal conditions or exceptions. If we cannot act on a request, we explain why and your complaint options. Membership applications are followed up by a team

member; the described application process does not make a solely automated decision about acceptance.

24 Access and other requests

Contact admin@sunrooms2southend.com or write to Robert Elmore at our venue address. You do not have to use a particular form or legal wording, and a request can be made verbally. We may reasonably verify your identity before disclosing information.

We normally respond without undue delay and within one month. Where permitted for a complex request or several requests, we may extend by up to two further months and explain this within the initial period. Any lawful adjustment for necessary identity checks or clarification will be explained. Requests are normally free.

25 Disclosures for legal reasons

We disclose information where necessary to comply with a legal duty, valid court order or other lawful requirement, or to establish, exercise or defend legal claims. We assess requests from authorities and disclose only information that is justified. An informal request does not automatically justify unrestricted access.

26 Complaints

To make a privacy complaint, email admin@sunrooms2southend.com or write to Robert Elmore at SUNROOMS2. Tell us what happened, when and how you would like us to contact you. We acknowledge data protection complaints within 30 days, investigate appropriately, keep you informed and communicate the outcome without undue delay.

You can also complain to the Information Commissioner's Office at ico.org.uk/make-a-complaint or telephone 0303 123 1113. Its postal address is Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. You do not have to give up that right by contacting us first.

27 Changes to this policy

We review this policy when our services, systems or legal requirements change. The current version will be available with our website privacy information. We will draw material changes to your attention where appropriate and obtain fresh consent if a new use requires it.

28 Contact us

Data controller: TOO DAMN CHEEKY SOUND & VISION LTD trading as SUNROOMS2
Privacy contact: Robert Elmore
Email: admin@sunrooms2southend.com
Venue address: 20–21 Market Place, Southend-on-Sea, Essex, SS1 1DA
Membership SMS: 07721 378 972