

PRIVACY POLICY

Gamity

Effective Date: 04/03/2026

Version: 1.0

1. Data Controller

For the purposes of the UK GDPR and EU GDPR, Gamity (“we,” “us,” “our”) is the Data Controller of personal data collected through our website (the “Website”).

Contact Details:

Gamity

Email: Events@gamity.co.uk

Website: www.gamity.co.uk

Registered Address: 45 Lower Ash Road, Kidsgrove, Stoke-on-Trent, ST7 1DG

2. Scope of This Policy

This Privacy Policy explains:

- What personal data we collect
- How and why we process it
- The lawful basis for processing
- Data retention practices
- Your statutory rights
- Security safeguards

This policy applies to visitors and users located in the United Kingdom and European Economic Area (EEA).

3. Categories of Personal Data Collected

3.1 Information You Voluntarily Provide

We may collect:

- Name(s)

- Email address
- Mobile number
- Any information submitted through contact forms or direct correspondence

We collect this data only when you actively provide it.

3.2 Technical and Usage Data

We use strictly necessary first-party cookies only, in accordance with PECR.

These cookies:

- Maintain session integrity
- Enable essential website functionality
- Support security features

We do not use:

- Advertising cookies
- Behavioural tracking technologies
- Analytics platforms
- Third-party tracking tools
- Social media tracking integrations

No automated decision-making or profiling is carried out.

4. Lawful Basis for Processing (Article 6 GDPR)

We process personal data under the following lawful bases:

Purpose

Responding to enquiries

Lawful Basis

Article 6(1)(b) – Contractual necessity

Operating and securing the Website Article 6(1)(f) – Legitimate interests

Compliance with legal obligations Article 6(1)(c) – Legal obligation

Essential cookies

PECR Regulation 6 – Strictly necessary exemption

Where consent is required, it will be obtained prior to processing, and may be withdrawn at any time.

5. Legitimate Interests Assessment

Where processing is based on legitimate interests (Article 6(1)(f)), we have determined that:

- The processing is necessary for operational security and service functionality.
- It does not override the fundamental rights and freedoms of users.
- No intrusive tracking or profiling is conducted.

6. Data Sharing and Third Parties

Gamity:

- Does not sell personal data.
- Does not share personal data with advertisers.
- Does not engage third-party analytics providers.
- Does not permit third-party tracking technologies.

Personal data may only be disclosed:

- If required by law or regulatory authority
- To comply with court orders or legal processes

If service providers are ever engaged (e.g., hosting providers), they will operate under Article 28 GDPR-compliant Data Processing Agreements.

7. International Transfers

Gamity does not intentionally transfer personal data outside the UK or EEA.

If international transfers become necessary, we will ensure appropriate safeguards are in place, such as:

- Adequacy Regulations
- Standard Contractual Clauses (SCCs)
- UK International Data Transfer Agreement (IDTA)

8. Data Retention

We retain personal data only for as long as necessary to:

- Respond to enquiries
- Fulfil contractual or legal obligations
- Maintain security and compliance

Data that is no longer required will be securely deleted or anonymised.

9. Data Security

We implement appropriate technical and organisational measures under Article 32 GDPR, including:

- Secure hosting environments
- Access controls
- Data minimisation practices
- Encrypted communications where appropriate

While we strive to protect personal data, no system can guarantee absolute security.

10. Your Data Protection Rights

Under the UK GDPR and EU GDPR, you have the right to:

- Access your personal data (Article 15)
- Rectification of inaccurate data (Article 16)
- Erasure (“Right to be Forgotten”) (Article 17)
- Restriction of processing (Article 18)
- Data portability (Article 20)
- Object to processing (Article 21)
- Withdraw consent (where applicable)
- Lodge a complaint with a supervisory authority

UK users may lodge complaints with the Information Commissioner's Office.

EU users may contact their local Data Protection Authority.

11. Automated Decision-Making

Gamity does not engage in automated decision-making or profiling as defined under Article 22 GDPR.

12. Children's Data

Our Website is not directed to children under 13 (or the applicable age of digital consent in your jurisdiction). We do not knowingly collect data from children.

If we become aware that such data has been collected, we will delete it promptly.

13. Data Breach Procedures

In the event of a personal data breach, we will:

- Assess risk to individuals
- Notify the relevant supervisory authority within 72 hours where required
- Inform affected individuals where legally required

14. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be published on our Website with the updated Effective Date.

15. Contact Us

For all privacy-related enquiries, including Subject Access Requests (SARs), contact:

Gamity

Email: Events@gamity.co.uk

Address: 45 Lower Ash Road, Kidsgrove, Stoke-on-Trent, ST7 1DG

Approved and Issued By:

Gamity

Connor Ollier

Events Director

04/03/2026