

Introduction

At JBM Music Ltd ("we," "us," "our"), we are dedicated to protecting your privacy and ensuring that your personal information is handled securely and responsibly. This Privacy Policy explains how we collect, use, and protect your information when you interact with us, whether through our website, when purchasing tickets, attending our events, or using our services.

1. Information We Collect

We collect and process various types of personal data, which may include:

- **Personal Identification Information:** Your name, email address, phone number, postal address, and date of birth.
- **Payment Information:** Your credit/debit card details, billing address, and transaction history to process purchases and payments securely.
- **Event-Specific Information:** Details related to your ticket purchases, event attendance, seating preferences, and any additional services you request.
- **Health and Accessibility Information:** Information you provide regarding accessibility and medical needs, or other accommodations to ensure an inclusive experience.
- **Technical and Usage Data:** Information collected via cookies and similar technologies, including your IP address, browser type, operating system, and browsing behaviour on our website.
- **Marketing Preferences:** Details of your preferences for receiving marketing materials and communications.

2. How We Collect Information

We collect information through the following means:

- **Direct Interactions:** When you create an account, purchase tickets, subscribe to newsletters, fill out forms, or contact us directly.
- **Automated Technologies:** Through cookies, and other tracking technologies on our website.
- **Third Parties and Partners:** From ticketing platforms, social media platforms, event collaborators, and analytics providers.

3. How We Use Your Information

We use your personal data for the following purposes:

- **Event Management:** To process your ticket purchases, provide event updates, and ensure a smooth event experience.
- **Customer Support:** To respond to your inquiries, resolve complaints, and provide assistance.
- **Marketing and Communication:** To send promotional materials, offers, and updates about our events and services.
- **Personalisation:** To tailor our website and services to your preferences and interests.
- **Compliance and Security:** To ensure the safety and security of our events, comply with legal obligations, and protect our rights and interests.
- **Data Analysis:** To understand customer preferences, improve our offerings, and enhance our marketing strategies.

4. Sharing Your Information

We may share your personal data with:

- **Service Providers:** Trusted third parties who assist with payment processing, ticketing, marketing, and event operations.
- **Event Collaborators:** Partners involved in organizing or sponsoring events you attend.
- **Legal and Regulatory Authorities:** When required to comply with legal obligations or protect our legal rights.
- **Social Media Platforms:** For advertising and targeted content delivery (with your consent).

We ensure that any third parties we work with adhere to data protection standards and only process your information for specified purposes.

5. Cookies and Tracking Technologies

Our website uses cookies to enhance your experience and gather analytical data. These cookies may include:

- **Essential Cookies:** Necessary for the functionality of our website.
- **Performance Cookies:** To analyse website performance and user behaviour.
- **Targeting Cookies:** To deliver personalised ads and content.

You can manage your cookie preferences through your browser settings.

6. Data Security

We implement robust security measures to protect your personal data from unauthorised access, disclosure, alteration, or destruction. These include encryption, firewalls, and secure server technologies.

While we strive to safeguard your data, no transmission over the internet is entirely secure. We encourage you to take precautions to protect your data when using online services.

7. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes outlined in this policy or as required by law. Once your data is no longer needed, we securely delete or anonymise it.

8. Your Rights

Under data protection laws, you have the following rights:

- **Access:** To request a copy of your personal data.
- **Correction:** To update or correct inaccurate information.
- **Deletion:** To request the deletion of your personal data under certain conditions.
- **Restriction:** To limit the processing of your data.
- **Objection:** To object to data processing for specific purposes, such as direct marketing.
- **Data Portability:** To request the transfer of your data to another service provider.

To exercise your rights, please contact us using the details provided below. We may require verification of your identity before processing your request.

9. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices of these external sites and encourage you to review their privacy policies before providing any personal information.

10. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. Any updates will be posted on our website, and we recommend checking this page.

11. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your personal data, please contact us:

JBM Music Ltd

Email: hello@jbmmusic.com

Effective Date: December 2024

This Privacy Policy is intended for informational purposes and should be reviewed by a legal professional to ensure full compliance with applicable laws and regulations.