



MK11 Privacy Policy

What is the purpose of this document?

MK11 Ltd is committed to protecting the privacy and security of your personal information.

This privacy notice describes how we collect and use personal information about you during and after your working relationship with us, in accordance with the General Data Protection Regulation (GDPR).

MK11 Ltd is a “data controller”. This means that we are responsible for deciding how we hold and use personal data.

Data protection principles

We will comply with data protection law. This says that personal data we hold must be:

1. Used lawfully, fairly and in a transparent way.
2. Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
3. Relevant to the purposes we have told you about and limited only to those purposes.
4. Accurate and kept up to date.
5. Kept only as long as necessary for the purposes we have told you about.

6. Kept securely.

What personal information do we hold?

MK11 stores some personal data. Mostly just names and e-mail addresses. CCTV will capture everyone within the venue and perimeter car parks and store this data for 1 month, after which it is deleted.

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

How are we collecting data?

We collect data via forms on our website as well as from those who have purchased tickets through our ticket merchants, and through use of our Wifi inside the venue.

What do we do with personal data?

We will only use your personal information when the law allows us to. Most commonly, we will use your personal information in the following circumstances:

1. Where we need to perform any contract we have entered into with you.
2. Where we need to comply with a legal obligation.
3. Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
4. To contact you regarding a requirement
5. To contact you for marketing purposes but only with your consent.

What is our marketing communications policy?

If you opt in to communications from MK11, we promise:

- You will not receive more than two marketing messages per calendar week
- The content will be relevant to you
- You can unsubscribe at any time (via the unsubscribe button on our emails or making a request via email or telephone call)

We aim to provide value for you by creating useful and relevant content to ensure you can make an informed purchasing decision.

The 3 types of marketing communications you may receive are:

- **Service updates** – Occasionally we send mail or email communications to our customers letting them know of any changes to our services or we provide details of a new service we are offering.
- **Event invitations** – We host many events, usually related to sports and music – Invites are sent out via email.
- **Essential communications** – Sometimes we need to let our customers know important information regarding MK11. This may take the form of a short email.

Who are the data controllers?

MK11 are the sole data controller of any data we collect.

Where is your data stored?

We store your data on secure servers within the European Union (EU).

What cookies do we use on our website?

Like many other websites, the MK11 website uses cookies. The cookies we use track use of our website and allow us to make improvements based on the data we collect. By using the Website, you agree that we can place these types of cookies on your device. If you wish to disable these cookies, you can do so via your browser settings.

Do we share your data with third parties?

We do not disclose personal data to third parties, unless required by law or court order or to enable third parties to provide certain services to us. However, we will at all times control and be responsible for that use of your data.

Your rights

All data rights you hold are in line with GDPR.

You have right of access to any data we hold about you. If you would like to request access to this data, please contact us at info@mk11kilnfarm.com. Data access is subject to proof of your identity.

You have the right to be forgotten. You can unsubscribe from our mailing list at any time by using the unsubscribe button on marketing communications or by contacting us directly, doing so will archive and encrypt your details on our marketing database. If you would like us to permanently delete any record of you, please making a special request to do so by contacting us.