



Privacy & Cookie Policy

1. Overview & General Information

JTL Events Management Ltd ("we", "our", or "us") is committed to protecting and respecting your privacy. This policy outlines how personal information collected through our website, CRM system, and event registration forms is processed, stored, and safeguarded.

For the purposes of applicable data protection legislation (including GDPR and local data protection regulations), JTL Events Management Ltd operates as a Data Controller in relation to the personal data collected through our operational channels.

Contact Information:

- **Business Name:** JTL Events Management Ltd (trading as JTL Events) Registered company number: 16881310
- **Data Protection Contact:** Janine Tompkins
- **Email Address:** janine@jtlevents.com
- **Postal Address:** 81 Drury Road, Colchester, CO2 7UU

2. Information We Collect

We collect and process personal data to deliver our services, manage client relationships, and coordinate business events. The types of data collected include:

- **Identity Data:** First name, last name, title, and company name.
- **Contact Data:** Email address, phone number, and mailing address.
- **Event Data:** Registration details, dietary requirements, accessibility preferences, attendance history, and payment status.
- **CRM Data:** Notes on past communication, service inquiries, consultation history, and transaction details.
- **Technical & Website Data:** IP address, browser type, device information, operating system, and pages visited on our website.

3. How We Collect Your Data

Personal information is collected through directly interacting with you and automated technologies:

- **Direct Interactions:** Submitting forms on our website (including HubSpot embedded forms), booking an event, filling out inquiries, or contacting us via email/phone.
- **Automated Tracking:** Visiting our website triggers automated logging of analytical data via standard cookies, tracking pixels, and server logs.

4. How We Use Your Information (Legal Basis)

We process your data strictly under valid legal grounds:

- **Contractual Necessity:** To process event bookings, deliver services, and manage client transactions.
- **Legitimate Interests:** To update you regarding relevant business operational changes, respond to direct inquiries, and manage internal relationship notes in our CRM.
- **Legal Obligation:** Retaining invoicing and accounting logs for statutory tax records.
- **Consent:** Sending direct email newsletter subscriptions or marketing updates. You may opt out at any time.

5. CRM Storage & Data Security

We use HubSpot, Inc. ("HubSpot") as our primary Customer Relationship Management (CRM) and marketing automation platform. Personal information submitted via our forms or collected during event registrations is transferred to and processed within HubSpot systems.

HubSpot acts as a Data Processor under our instructions. We ensure that data stored within HubSpot is protected by technical and organizational security measures, including multi-factor authentication (2FA), strong encrypted password management, and restricted account permissions.

International Data Transfers: HubSpot operates globally and may process data outside the UK/EEA. Where data is transferred internationally, HubSpot utilizes Standard Contractual Clauses (SCCs) and the UK International Data Transfer Agreement (IDTA) to ensure your data maintains equivalent protection under UK GDPR standards.

We do not sell, rent, or trade personal data to third parties. Data may only be shared with other trusted service providers (e.g., payment processors, venue coordinators) strictly as required to fulfill our operational services.

6. Event Data Processing

When registering for an event managed by JTL Events Management Ltd:

- Dietary and accessibility details are collected solely for event planning and shared with venues in anonymized formats where possible.

- Attendee lists may be created for registration check-in procedures but are never made public without prior consent.

Events Organized on Behalf of Third Parties

When JTL Events Management Ltd manages or coordinates an event on behalf of a third-party organization ("Client Organizer"):

- **Data Ownership:** The Client Organizer acts as the Data Controller responsible for your personal data, and JTL Events Management Ltd acts as a Data Processor acting under their strict instructions.
- **Applicable Policies:** Personal information collected during registration for client-managed events will be processed in accordance with the Client Organizer's privacy notice as well as our own security standards.
- **Data Sharing:** Registrants' contact details, registration information, and event-related responses (e.g., dietary or accessibility preferences) will be shared directly with the Client Organizer to facilitate event delivery.
- **Exercising Rights:** If you wish to request access to, update, or erase data provided for a client-organized event, you may contact the Client Organizer directly or reach out to us, and we will forward your request to them.

7. Cookie Policy

Our website utilizes cookies and similar tracking technologies to ensure functionality and improve user experience.

- **Essential Cookies:** Required for core website functions, security, and accessibility.
- **HubSpot Analytics & Tracking Cookies:** We utilize HubSpot tracking code to monitor website interaction, track form submissions, and tailor our communications. These cookies collect anonymized information such as IP addresses, geographical location, browser type, length of visit and pages viewed.
- **Third-Party Cookies:** Additional analytics tools (e.g., Google Analytics) used to measure traffic patterns.

Managing Cookies: Non-essential tracking cookies (including HubSpot analytics cookies) are only deployed with your consent. You can choose to accept or reject these cookies via our website cookie consent banner or by managing your browser settings.

8. Data Retention & Your Rights

We retain personal data only as long as necessary to fulfill the purpose for which it was collected, including meeting legal or reporting requirements. CRM records are reviewed periodically, and inactive contacts are purged after 24 months.

Under privacy laws, you possess the following rights:

- **Right of Access:** Request a copy of the personal data we hold about you.
- **Right to Rectification:** Request correction of inaccurate or incomplete information.
- **Right to Erasure:** Request the deletion of your personal data ('Right to be Forgotten').
- **Right to Object / Withdraw Consent:** Unsubscribe from communications at any time by emailing us or by clicking the unsubscribe link at the bottom of any HubSpot email.

9. Document Control & Review Schedule

Parameter	Details
Document Title	Privacy & Cookie Policy
Owner / Responsible Person	Janine Tompkins, Director
Current Version	Version 1.0
Date Last Reviewed	28 July 2026
Next Scheduled Review	28 July 2027