



Engine Shed Privacy Policy

Introduction

This Privacy Policy explains how The Engine Shed ("we", "us", "our") collects, uses, shares, and protects your personal data when you visit our website, create an account, purchase event tickets, subscribe to marketing emails, or contact us.

We are committed to safeguarding your privacy and complying with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 (DPA) and the Privacy and Electronic Communications Regulations 2003 (PECR). This policy also includes all changes made by the Data (Use and Access) Act 2025 (DUAA).

We are committed to protecting your personal data and respecting your privacy.

This Policy applies to:

- Visitors to our website
- Guests attending live music events, hospitality events, or private functions
- Customers making enquiries or bookings
- Subscribers to our newsletters or marketing communications

Our website includes:

- Account creation and login functionality
- Ticket purchasing via encrypted checkout
- Mailing list subscriptions for events and presales
- Contact forms collecting name, email and message content

If you do not agree with this Policy, please discontinue use of our website and services.

Who We Are

The Engine Shed is a music and hospitality venue providing ticketed events, private hire services, hospitality packages and related customer experiences. For the purposes of data protection laws, we are the "Data Controller" responsible for your personal data.

Email Contact Details:

- General enquiries: enquiries@engineshed.co.uk
- Press & Marketing: marketing@engineshed.co.uk
- Live & Club Bookings: hire@engineshed.co.uk
- Private Hire & Corporate: hire@engineshed.co.uk
- Complaints: complaints@engineshed.co.uk
- Data Protection Officer: compliance@lincolnsu.com
- Complaints: complaints@engineshed.co.uk

Address: The Engine Shed, Lincoln Students' Union, Brayford Pool, Lincoln, LN6 7TS

Data We Collect

We collect personal data that you voluntarily provide to us, data automatically collected when you interact with the website and data provided by third parties.



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Information That You Provide

Account creation data

- Email address
- Password (stored securely in hashed form)
- Marketing preferences

Required for account setup and ticket purchase login pages.

Ticket purchase information

Processed during checkout:

- Name
- Email
- Billing details
- Ticket details

Your payment is processed via a fully encrypted checkout.

Mailing list subscription

When you sign up for event announcements or pre-sale alerts, we collect:

- Email address
- Category preferences (eg: Live Music, Comedy, Events & Experiences, Venue Hire)

Contact form submissions

Our Contact page collects:

- Full name
- Email address
- Subject
- Message content

Data Automatically Collected

When you use the website, we may collect:

- IP address and general location data
- Browser type and device information
- Pages visited, time spent on site, and other analytics
- Cookies and tracking technologies
- Information from third parties

This is required for security, performance, and user experience improvements. You can manage or disable cookies in your browser settings. For full details, please see our Cookie Policy.

Information from Third Parties

We may receive limited personal information about you from third parties where this is necessary to deliver our services. This may include:

- Ticketing partners who process your booking
- Payment providers who confirm transactions



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We only receive this information where it is lawful for those third parties to share it with us, and we use it solely for the purposes outlined in this Privacy Policy.

How We Use Your Data

In summary, we use your data to:

- Provide and manage services
- Process bookings, payments, and event registrations
- Manage event entry and attendance
- Manage your account and customer support enquiries
- Respond to enquiries
- Send subscription-based event updates

Marketing & Communications

We will only send you marketing emails where we have a lawful basis to do so. In most cases, this will be your explicit consent, which you may withdraw at any time. Where permitted under UK GDPR and PECR, we may also send certain service-related or similar interest communications, provided they are relevant, proportionate, and do not override your rights (eg: updates about events that are similar to events that you have previously attended).

If you choose to receive marketing from us, we may send you information based on the preferences you select. This may include:

- Event announcements
- Pre-sale alerts
- Venue or event updates
- Information about products or services we believe may be of interest to you, including events, activities, or offerings hosted by The Engine Shed or delivered in partnership with trusted promoters, producers, or hirers

We will always provide a clear unsubscribe option in every email, and you can update your marketing preferences or withdraw consent at any time by using the link in our communications or by contacting us directly.

You may still receive non-marketing service messages even if you opt out of marketing, including

- Ticket confirmations
- E-Tickets
- Event updates or cancellations
- Important account or customer service messages.

These are sent under contractual necessity, not consent.

Marketing Sent on Behalf of Partner Organisations

In some cases, we may send marketing communications on behalf of third-party organisations who work with us as part of our media sales or promotional partnerships. Where this occurs:

- We remain the sender of the communication
- The third-party organisation does not receive your personal data or access our mailing lists



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- Communications are sent in accordance with applicable data protection and electronic communications laws, including UK GDPR and PECR
- Emails will be relevant to the interests you have selected or the context of your relationship with us
- You will always be able to unsubscribe or change your preferences

We will only send such communications where we have a valid lawful basis, such as your consent or, where permitted by law, our legitimate interests, and we ensure your rights and expectations are always respected.

Safety, Security, and Legal Compliance

We process data to:

- Prevent fraud
- Maintain a secure platform
- Comply with financial and regulatory obligations

Improve Our Website & Services

We analyse how users interact with the site to improve performance and security.

Legal Bases for Processing

We rely on the following lawful bases under UK GDPR and DUAA amendments:

- Contract - for account creation, ticket sale processing, and responding to enquiries.
- Consent - for marketing emails and non-essential cookies
 - Legitimate Interests (under DUAA) - the DUAA amends UK GDPR to create a presumption of legitimacy for network and system security and internal administrative transfers within the ULSU Group

We ensure these processing activities remain proportionate and respectful of your rights.

- Recognised Legitimate Interests (under DUAA) - this lawful basis applies to high-priority purposes including:
 - Safeguarding of vulnerable individuals
 - Emergency response
 - Public or national security

We will identify such use explicitly if ever applicable.

Automated Decision-Making (ADM)

The DUAA allows automated decisions with legal or significant effects under any lawful basis, provided safeguards are implemented. If we use automated systems for fraud detection or access risk checks, we will:

- Explain that ADM is being used
- Describe the logic involved
- Allow you to request human intervention
- Allow you to contest the decision
- Allow you to submit additional information

We do not use ADM to process special category data without explicit consent or legal authorisation.

Sharing Your Data

We may share data with:

- Ticketing platforms for event registration
- Payment processors for secure transactions



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- Email marketing service providers
- Event partners, artists, or promoters when necessary
- Regulatory or law enforcement agencies where required

We do not sell your personal data. We do not sell or pass your personal information to third parties for their own independent marketing or commercial purposes.

We may at times use trusted email marketing platforms to send communications on our behalf. These providers act as data processors and are contractually required to comply with data protection law.

International Data Transfers

Where personal data is transferred outside the UK, we ensure the destination protection standard is not materially lower than UK requirements.

Your Rights

Under data protection laws, you have the right to:

- Access your personal data
- Rectify inaccurate data
- Request deletion
- Restrict or object to processing
- Withdraw consent
- Data portability
- Challenge automated decisions
- Submit complaints

To exercise your rights, please contact us at compliance@lincolnsu.com

Data Subject Access Requests (SARs)

When you submit a SAR, we will:

- Respond within one month
- Pause (or "stop the clock") the timeframe if we need you to clarify your request
- Conduct reasonable and proportionate searches

These rule changes are now standard under UK GDPR as amended by DUAA.

Data Retention

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

- Delivering our services
- Meeting legal, tax, and accounting obligations
- Resolving disputes and enforcing agreements

Data Type

Ticket purchase records
Unengaged customers*
Contact form enquiries
Mailing list data
Account data

Retention

6 years + current financial year
4 years
2 years
Until you unsubscribe
Until account deletion



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Website analytics

Detailed in our Cookie Policy

** Individuals who have previously interact with our services but who have not purchased tickets within the retention period.*

Cookies & Tracking Technologies

DUAA updates PECR to allow some low-risk cookies to be set without consent, provided transparency and opt-out options are maintained. Our website uses cookies to:

- Improve site functionality
- Enhance user experience
- Analyse website traffic
- Deliver relevant ads

You can manage or disable cookies in your browser settings. For full details, please see our Cookie Policy.

Social Media Interactions

We operate pages and accounts on social media platforms, which are linked on our website. When you interact with us on these platforms, we may receive personal information about you such as your name, profile information, and the content of your messages or posts. We process this information to respond to enquiries, manage our online community and promote our services. This processing is carried out under our legitimate interests in managing our social media presence. Please note that your use of these platforms is subject to the privacy policies of the social media providers.

Social Media Advertising and Analytics

We may use social media advertising tools to measure performance, create custom audiences, or run targeted advertising. These tools may collect information such as IP address, device information, browsing behaviour and engagement data. This processing is carried out in accordance with UK GDPR and PECR requirements and is detailed in our Cookie Policy.

CCTV

We use CCTV in and around the venue for safety, security and crime prevention. Clear signage is in place. Access to footage is restricted, and recordings are retained only for defined periods unless they are required in connection with an incident. Individuals may request copies of footage in which they can be identified; however, disclosure is subject to legal exemptions and we must ensure that providing the footage does not adversely affect the rights of others.

Security of Your Data

We use technical and organisational measures to protect your data, including:

- Encrypted payment processing
- Secure servers
- Access controls and authentication measures
- Regular security reviews

However, no system is completely secure; we cannot guarantee absolute protection.

Children's Privacy



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We recognise that some of our events are open to under-18s, and therefore children may interact with our website, mailing lists or services. In accordance with the UK GDPR, the DPA and the DUAA, we apply the following data protections:

- Apply data-minimisation principles, collecting only what is necessary
- Providing simple, accessible information about rights and how to exercise them
- Clearly state age restrictions in all event-related marketing communications
- For general mailing list subscriptions, we rely on a simple age-self-declaration

Links to Third-Party Sites

Our website may contain links to external websites, ticketing partners, or social media platforms. We are not responsible for their privacy practices and encourage you to review their policies.

Complaints

Under the DUAA, you now have the statutory right to complain directly to us first about how we process your personal data. We must:

- Provide a way for you to make complaints
- Acknowledge your complaint within 30 days
- Respond without undue delay

You may escalate to the ICO after we have responded or if you remain dissatisfied. If you wish to submit a complaint, please email complaints@engineshed.co.uk

Changes to This Policy

We may update this Policy from time to time. The most recent version will be posted on the footer of our website, with a revised month and year date reference in at the bottom of each page.