



THE CEDARS EVENTS

Privacy Policy

Event décor, balloon styling, prop hire and personalised event services

Customer Terms • England & Wales

Legal entity	The Cedars Events LTD
Trading name	The Cedars Events
Registered company number	17004814
Website	www.thecedarsevents.co.uk
Email	info@thecedarsevents.co.uk
Telephone	+44 7784 069646

The Cedars Events is the data controller for the personal information covered by this Privacy Policy. This means we determine why and how your personal information is used.

If you have any questions about this Privacy Policy or how we handle your information, please contact us using the details above.

1. Personal Information We Collect

The information we collect depends on how you interact with us.

We may collect:

- Your name
- Email address
- Telephone number
- Billing or payment-related information
- Event date
- Event type
- Venue name
- Venue address, location and postcode
- Whether the event is indoors or outdoors
- Services you are interested in
- Event colours, themes and styling preferences
- Approximate budget
- Information you include in an enquiry or message
- Photographs, inspiration images or files you choose to send or upload
- Personalised wording such as names, ages, dates or messages
- Booking information
- Quotations and invoices
- Payment and refund records
- Information relating to hire equipment and security deposits
- Correspondence between you and The Cedars Events
- Reviews, feedback or complaints
- Technical and website-usage information collected through cookies or similar technologies where applicable.

We aim to collect only the information reasonably necessary for the relevant purpose.

2. Special Category Information

We do not normally need to collect sensitive or **special category personal information**.

However, you may occasionally provide information relating to health or allergies where it is relevant to the safe provision of our services, for example information concerning a latex allergy.

Where special category information is provided, we will only use it where we have both a lawful basis under UK data protection law and an appropriate additional condition for processing such information.

Where appropriate, this may include obtaining your **explicit consent**.

Please do not provide sensitive information unless it is genuinely relevant to your event or our services.

3. How We Collect Your Information

We may collect personal information directly from you when you:

- Complete our Request a Quote form
- Complete our Contact form
- Contact us by email
- Telephone or message us
- Contact us through social media
- Communicate with us through WhatsApp
- Request a quotation
- Accept a quotation
- Make a booking
- Make a payment
- Supply event information
- Send inspiration images
- Approve personalised designs or wording
- Hire equipment from us
- Provide feedback or make a complaint.

Our website may also collect limited technical information automatically through cookies and similar technologies.

4. Information We Receive From Other People

Sometimes information about you may be supplied by somebody else.

For example, we may receive your contact details or event information from:

- Another event organiser
- A partner or family member arranging an event
- Your employer or another business representative
- An event venue
- A supplier working on the same event.

Where we receive personal information from somebody other than you, we will use it only for legitimate purposes connected with the relevant enquiry, booking or event.

Where required by UK data protection law, we will provide you with privacy information within the applicable timeframe.

5. Why We Use Your Personal Information

We may use personal information to:

- Respond to enquiries
- Check event availability
- Discuss your requirements
- Prepare and provide quotations
- Plan event styling
- Prepare visual concepts or designs
- Personalise event products and displays
- Administer bookings
- Manage our contract with you
- Process payments and refunds
- Arrange delivery, setup and collection
- Communicate with venues where necessary
- Manage hired equipment and security deposits
- Keep appropriate financial and business records
- Respond to questions and complaints
- Establish, exercise or defend legal claims
- Protect our business against misuse or fraud
- Improve our website and customer experience
- Measure website performance where permitted
- Send marketing where permitted by law
- Comply with legal, tax, accounting and regulatory obligations.

We will not use your information for an unrelated purpose unless we have a lawful basis to do so and, where required, tell you beforehand.

6. Our Lawful Bases for Processing

UK data protection law requires us to have a lawful basis whenever we process personal information.

Contract

We may process your information where it is necessary to take steps at your request before entering into a contract or to perform our contract with you.

Examples include:

- Preparing your quotation
- Checking availability
- Managing your booking
- Creating agreed personalised items
- Arranging setup and collection
- Processing agreed payments or refunds.

Legal Obligation

We may process information where necessary to comply with a legal obligation.

This may include:

- Accounting records
- Tax records
- Responding to lawful requests from authorities
- Meeting legal record-keeping requirements.

Legitimate Interests

We may process information where it is reasonably necessary for our legitimate interests or those of another person, provided those interests are not overridden by your rights and freedoms.

Our legitimate interests may include:

- Responding to genuine business enquiries
- Operating and improving our business
- Protecting our property and services
- Preventing fraud or misuse
- Maintaining appropriate business records
- Managing customer relationships
- Establishing or defending legal claims
- Improving our services.

Where we rely on legitimate interests, we consider whether the processing is necessary, proportionate and within your reasonable expectations.

Consent

We rely on consent where consent is the most appropriate lawful basis.

Examples may include:

- Certain marketing communications
- Certain uses of identifiable event photographs
- Non-essential cookies
- Certain special category information.

Where processing is based on consent, you can withdraw that consent at any time.

Withdrawal does not affect processing that was lawful before consent was withdrawn.

7. Information We Need in Order to Provide Our Services

Some information is necessary for us to respond to an enquiry, prepare a quotation or fulfil a booking.

For example, we may need your:

- Name
- Contact information
- Event date
- Event location
- Requested services
- Relevant event requirements.

If you do not provide information that is necessary to enter into or perform a contract, we may not be able to provide a quotation, confirm your booking or provide the requested service.

Optional information will be identified where appropriate.

8. Marketing Communications

Submitting an enquiry or making a booking does **not automatically mean that you have agreed to receive general marketing**.

Where consent is required for email, text or other electronic marketing, we will obtain the appropriate permission.

In some circumstances, UK law permits businesses to send marketing concerning similar products or services to existing customers under the **soft opt-in**, provided the legal conditions are satisfied and the customer was given an opportunity to opt out when their details were collected and in every subsequent marketing communication.

You can opt out of marketing at any time by:

- Using an unsubscribe option where provided; or
- Contacting us directly.

We will honour marketing objections and opt-outs.

Messages that are necessary to manage an enquiry, quotation, booking, payment, event or hire arrangement are **service communications**, rather than marketing communications.

The ICO confirms that electronic marketing to individuals generally requires consent unless the applicable soft-opt-in conditions are met.

9. Who We Share Personal Information With

We do **not** sell personal information.

Where reasonably necessary, we may share information with organisations that help us operate our business or fulfil your booking.

These may include:

- Website and hosting providers
- Wix and associated website service providers
- Payment-processing providers
- Banking providers
- Accounting or bookkeeping providers
- Email and communications providers
- Cloud-storage and IT providers
- Delivery or logistics providers
- Suppliers producing personalised goods
- Event venues where coordination is necessary
- Insurance providers
- Accountants, solicitors or other professional advisers
- Government bodies, regulators, courts or law-enforcement authorities where legally required.

We aim to share only the information necessary for the relevant purpose.

Some recipients process information on our instructions as **processors**, while others may act as independent controllers under their own privacy policies.

10. Payment Information

Payments may be processed through secure third-party payment providers.

Where you enter payment-card information directly into a third-party payment service, The Cedars Events does not ordinarily receive or store your complete card details.

The payment provider will process information in accordance with its own legal and privacy obligations.

We may retain transaction details such as:

- Amount paid
- Payment date
- Payment status
- Refund information
- Transaction references

where required for bookings, accounting and record keeping.

11. Our Website and Wix

Our website is built and hosted using Wix.

When you use our website, Wix and its service providers may process technical and personal information necessary to:

- Operate the website
- Deliver pages and content
- Maintain security
- Process website forms
- Detect misuse
- Provide website functionality
- Manage cookies and consent settings
- Provide analytics where enabled and permitted.

Where Wix acts as our processor, information is processed on our behalf under the relevant contractual arrangements.

12. Cookies and Similar Technologies

Our website uses or may use cookies and similar technologies.

Cookies can be used for purposes such as:

- Essential website operation
- Security
- Remembering settings and preferences
- Website functionality
- Measuring website traffic and performance
- Analytics
- Advertising or marketing where such tools are enabled.

Strictly necessary technologies may be used without consent where permitted by law.

Non-essential cookies will not be intentionally activated until the required consent has been obtained.

Where consent is required, you should be able to accept or reject the relevant cookie categories through our website's cookie controls.

You can also change your cookie preferences using the cookie settings available on the website.

The cookie banner or cookie information displayed on our website provides further information about the particular cookies and technologies currently in use.

Under PECR, valid cookie consent must involve a genuine positive choice, and non-essential cookies should not be placed before consent has been obtained. Simply continuing to browse is not sufficient consent.

13. Event Photography and Portfolio Images

We may photograph completed event installations for:

- Our portfolio
- Our website
- Social media
- Promotional materials.

Where reasonably possible, we focus photographs on **our décor and installations rather than identifiable people**.

A photograph containing an identifiable person may constitute personal information.

Where we intentionally use an identifiable individual as a significant subject of promotional material, we will ensure that we have an appropriate lawful basis and obtain permission where required.

Children

We take particular care with photographs containing children.

We will not intentionally use an identifiable child as the subject of promotional photography without appropriate permission from a parent or person with parental responsibility where required.

If you do not want photographs of the **event décor itself** used in our portfolio or marketing, please tell us before the event.

Where you ask us to remove an image containing identifiable individuals, we will consider the request in accordance with applicable data protection law and the lawful basis on which the image is being used.

14. Children's Personal Information

Our website and booking services are intended for adults arranging events.

We do not intentionally invite children to make bookings or submit personal information through our website.

However, customers may provide limited information about a child where necessary for personalised décor, such as:

- First name
- Age
- Birthday
- Event wording.

We will use this information only as reasonably necessary to fulfil the requested service.

Please do not provide unnecessary information about children.

15. How Long We Keep Personal Information

We do not keep personal information indefinitely.

Our typical retention approach is:

Enquiries That Do Not Become Bookings

General enquiry information may normally be retained for **up to 12 months after our last meaningful communication**, unless we need to keep it longer for a legitimate reason.

Customer Bookings

Booking correspondence, quotations, agreements and relevant event records may generally be retained for **up to six years after completion of the booking** where necessary for record keeping, contractual matters, disputes or legal claims.

Financial and Accounting Records

Invoices, transaction records and other information required for accounting or taxation purposes may normally be retained for **at least six years**, or for any longer period required by law.

HMRC guidance requires limited companies to retain relevant tax records for six years in many circumstances.

Inspiration Images and Design Files

Inspiration images, working design files and similar materials will normally be deleted when they are no longer reasonably required for the event or any legitimate follow-up purpose.

Personalised Customer Information

Personalisation information that is not required for accounting, contractual or legal records will not be retained longer than reasonably necessary.

Marketing Information

Marketing preferences and consent records may be retained for as long as necessary to demonstrate your preferences, including a record that you have opted out so that we do not inadvertently contact you again.

Complaints and Disputes

Records relating to complaints, claims or disputes may be kept for as long as reasonably necessary to investigate the matter, resolve it and meet any applicable legal limitation period.

We may retain information for longer where:

- Required by law
- Necessary in connection with a legal claim
- A regulator or authority requires it
- There is another legitimate and lawful reason.

When information is no longer required, we aim to delete it securely or anonymise it.

The ICO requires organisations to state either retention periods or clear criteria for determining them.

16. International Transfers

Some service providers involved in hosting, cloud services, website functionality, communications or payments may process personal information outside the United Kingdom.

Where a **restricted international transfer** takes place, we will ensure that an appropriate transfer mechanism is available as required by UK data protection law.

Depending on the recipient and country, this may include:

- UK adequacy regulations;
- The UK Extension to the EU-US Data Privacy Framework where applicable to an eligible US recipient;
- The UK International Data Transfer Agreement;
- The UK Addendum to approved EU Standard Contractual Clauses; or
- Another lawful transfer safeguard or exception.

Where appropriate safeguards are relied upon, we will take the steps required by UK law to assess the protection afforded to the information.

You may contact us if you would like further information about the safeguards relevant to transfers of your personal information.

The ICO's current international-transfer guidance recognises UK adequacy regulations and safeguards such as the IDTA and UK Addendum.

17. Security

We take reasonable technical and organisational measures designed to protect personal information against:

- Unauthorised access
- Unlawful use
- Accidental loss
- Improper disclosure
- Alteration
- Destruction.

Access to information should be limited to those who reasonably need it for legitimate business purposes.

However, no internet transmission, website or electronic storage system can be guaranteed to be completely secure.

18. Automated Decision-Making

We do not currently use personal information to make **solely automated decisions that produce legal or similarly significant effects** on customers.

If this changes, we will update this Privacy Policy and provide any information required by law.

19. Your Data Protection Rights

Depending on the circumstances and the lawful basis we rely upon, you may have rights including:

- **Access** – the right to ask whether we hold personal information about you and request a copy.
- **Rectification** – the right to have inaccurate or incomplete information corrected.
- **Erasure** – the right to request deletion in certain circumstances.
- **Restriction** – the right to ask us to restrict the use of information in certain circumstances.
- **Data portability** – the right in certain circumstances to receive information you provided to us in a structured, commonly used and machine-readable format or ask for it to be transferred elsewhere.
- **Objection** – the right to object to certain processing.
- **Withdrawal of consent** – where processing is based on consent, you may withdraw that consent at any time.
- **Rights relating to automated decision-making** where applicable.

These rights are not absolute and do not all apply in every situation.

If you make a rights request, we may need to verify your identity before responding.

We will respond within the timeframe required by applicable data protection law.

20. Your Right to Object

You have the right to object to processing based on our legitimate interests in certain circumstances.

You have an absolute right to object at any time to the use of your personal information for direct marketing.

If you object to direct marketing, we will stop using your personal information for that purpose.

To exercise your right to object, contact us at:

info@thecedarsevents.co.uk

The ICO specifically requires the right to object to be brought clearly and separately to people's attention.

21. Data Protection Complaints

If you are unhappy with the way The Cedars Events has used or handled your personal information, you can make a **data protection complaint** to us.

Please contact:

Email: info@thecedarsevents.co.uk

Telephone: +44 7784 069646

Please include sufficient information to help us understand and investigate your complaint.

We will:

- Provide a clear route for making a complaint;
- **Acknowledge receipt within 30 days;**
- Take appropriate steps to investigate the complaint **without undue delay;**
- Keep you appropriately informed about the progress of the investigation; and
- Tell you the outcome of our investigation without undue delay.

The requirement to acknowledge data-protection complaints within 30 days and investigate without undue delay has applied to organisations since **19 June 2026**.

22. Complaining to the ICO

You also have the right to complain to the UK's independent data protection regulator:

Information Commissioner's Office (ICO)

You can find information about making a complaint at the ICO's website.

You do not have to contact The Cedars Events before approaching the ICO, although we would welcome the opportunity to address your concern directly.

23. Links to Other Websites and Social Media

Our website may contain links to:

- Social media platforms
- Payment providers
- Review platforms
- Third-party websites
- Other external services.

When you follow an external link, the other organisation's own privacy policy and terms will apply.

The Cedars Events is not responsible for the privacy practices of independent third-party websites.

24. Changes to This Privacy Policy

We may update this Privacy Policy where necessary to reflect:

- Changes to our services
- Changes to our website
- New technology or suppliers
- Changes to how we use information
- Changes in legal or regulatory requirements.

The latest version will be published on this page and the **Last updated** date will be revised.

Where we intend to use existing personal information for a materially new purpose, we will provide additional information where required before beginning that processing.

25. Contact Us About Your Personal Information

If you:

- Have a privacy question
- Want to exercise a data protection right
- Want to withdraw consent
- Want to object to marketing
- Want further information about an international transfer
- Want to make a data-protection complaint

please contact:

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