

# The Champagne Pour Privacy Policy

---

**Effective date: August 2026**

## 1. Who We Are

The Champagne Pour is operated by Donna Andrea Patrick, a sole trader trading as The Champagne Pour. In this Privacy Policy, “we”, “us” and “our” mean Donna Andrea Patrick trading as The Champagne Pour.

We provide champagne tower styling, glassware and event services for private events in England. We do not sell or supply alcohol.

| Item          | Details                                                                      |
|---------------|------------------------------------------------------------------------------|
| Business name | The Champagne Pour                                                           |
| Controller    | Donna Andrea Patrick trading as The Champagne Pour                           |
| Website       | <a href="https://thechampagnepour.co.uk">https://thechampagnepour.co.uk</a>  |
| Email         | <a href="mailto:info@thechampagnepour.co.uk">info@thechampagnepour.co.uk</a> |

## 2. Purpose of This Policy

This Privacy Policy explains how we collect, use, store and share personal information in connection with our website, enquiries, quotations, bookings, events, photographs, marketing and related business administration.

It is intended to provide privacy information under the UK GDPR and Data Protection Act 2018. It should be read alongside our Terms and Conditions and any cookie banner or cookie notice displayed on our website.

## 3. Personal Information We Collect

We may collect and use the following categories of personal information.

- **Enquiry information:** name, email address, mobile number, event date, venue name, venue postcode, referral source and any message or preferences submitted through the website enquiry form.
- **Booking information:** quotation details, booking summary, event date, venue details, guest numbers, tower size, style choices, payment status, correspondence and contract records.

- **Venue and supplier contact information:** names, email addresses, telephone numbers and role details for venue coordinators, event planners, photographers, florists or other event contacts where relevant to the booking.
- **Payment and accounting information:** payment references, invoice details, amounts paid, amounts outstanding and bank-transfer records. We do not currently take card payments through the website.
- **Photography and marketing content:** photographs, videos, event imagery and related permissions where customers choose to provide or allow this.
- **Website and technical information:** information about use of our website, including analytics information generated through Google Analytics, Google Search Console and Rank Math, and any cookies or similar technologies used on the website.
- **Marketing preferences:** whether a person has requested a guide, opted in to receive marketing, unsubscribed or otherwise objected to marketing.

## 4. How We Collect Personal Information

We usually collect personal information directly from you when you complete an enquiry form, download a guide, email us, make a booking, sign a booking document, pay by bank transfer, attend an event or communicate with us before or after an event.

We may also receive limited information from venues, event planners, photographers or other suppliers where this is necessary to arrange or deliver the booked event service.

## 5. How and Why We Use Personal Information

We only use personal information where we have a lawful basis to do so. The main purposes and lawful bases are set out below.

| Purpose                                  | Examples of use                                                                                                                                                  | Lawful basis                                                  |
|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| Responding to enquiries                  | Replying to website enquiries, checking availability, discussing event requirements and preparing quotations.                                                    | Legitimate interests; steps before entering into a contract.  |
| Managing bookings and providing services | Preparing booking summaries, reserving dates, liaising about the venue, setting up and providing the champagne tower service, and communicating about the event. | Contract performance; legitimate interests.                   |
| Payments and accounts                    | Issuing invoices, recording bank-transfer payments, chasing unpaid sums and keeping accounting records.                                                          | Contract performance; legal obligation; legitimate interests. |

| Purpose                            | Examples of use                                                                                                                         | Lawful basis                                                                                                                                                                |
|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Venue and supplier liaison         | Communicating with venue coordinators, event planners or suppliers where needed to plan safe access, setup, timings and event delivery. | Contract performance; legitimate interests.                                                                                                                                 |
| Safety, insurance and legal claims | Keeping records of incidents, damage, breakages, complaints, disputes and insurance-related matters.                                    | Legitimate interests; legal obligation where applicable.                                                                                                                    |
| Photography and promotional use    | Using approved photographs or videos for portfolio, website, social media or promotional purposes.                                      | Consent where identifiable individuals are featured or where consent is the appropriate basis; legitimate interests may apply to non-identifiable venue or product imagery. |
| Marketing                          | Sending follow-up emails, offers, guides or updates where legally permitted and in accordance with marketing preferences.               | Consent or legitimate interests, depending on the context and applicable electronic marketing rules.                                                                        |
| Website operation and analytics    | Understanding website use, improving search performance, maintaining the website and measuring engagement.                              | Legitimate interests for essential website administration; consent where required for non-essential cookies or similar technologies.                                        |

## 6. Photographs and Videos

We may take, receive or use photographs and videos of champagne towers, table settings, venue styling and event details. Where photographs or videos identify a customer or guest, we will only use them for promotional purposes where we have an appropriate permission or lawful basis.

A booking customer may not be able to give data-protection consent on behalf of every guest. Where guest images are used, we will consider whether separate notice or consent is needed, particularly for close-up images or images where guests are clearly identifiable.

If you have given consent for photography or marketing use, you may withdraw that consent for future use at any time by contacting us. Withdrawal will not affect uses already made before we receive your request, and it may not always be possible to remove material already printed, shared by third parties or published outside our control.

**Photography retention:** approved event photographs and videos may be retained for portfolio or marketing purposes until the relevant consent is withdrawn, subject to periodic internal review to ensure they remain appropriate and relevant.

## 7. Marketing

We do not currently send marketing emails to customers or guide-download users. If we introduce marketing emails in future, we will only do so where legally permitted. Marketing may include event inspiration, availability updates, offers or similar services.

If we introduce marketing emails in future, each marketing communication will provide a straightforward way to opt out. You may also contact us at any time to tell us that you do not wish to receive marketing communications. We will not sell your personal information to third parties for their own marketing.

## 8. Cookies, Analytics and Similar Technologies

Our website is built on WordPress and hosted by ACC-IT Services Ltd through Krystal. It uses cookies and similar storage or access technologies. These may include technologies that are strictly necessary for the website to work, and non-essential technologies used for analytics, search performance or website optimisation.

We use Rank Math for search engine optimisation, Google Search Console for information about the performance and indexing of our website, Site Kit by Google to manage information from Google services, and Elementor to build and manage the website and its forms.

Where any of these services involve the collection or use of personal information, we process that information in accordance with this Privacy Policy and, where required, obtain consent through our cookie consent mechanism.

The website has a cookie banner which allows visitors to select their cookie preferences. Google Analytics is installed through Google's official Site Kit plugin and uses Google's Consent Mode. By default, analytics storage is set to denied for UK/EU visitors and only switches to granted once the visitor accepts cookies through the on-site consent banner.

The website does not store visitor information other than information submitted directly through enquiries, subject to the cookies and analytics technologies described below. The cookies currently in use are:

| Cookie name         | Set by                             | Purpose                                       | Duration              | Consent status     |
|---------------------|------------------------------------|-----------------------------------------------|-----------------------|--------------------|
| cookieadmin_consent | CookieAdmin plugin (site)          | Stores the visitor's cookie consent choice.   | Approximately 2 years | Necessary (exempt) |
| elementor           | Elementor (WordPress page builder) | Allows real-time content editing and preview. | Persistent            | Necessary (exempt) |

|                         |                        |                                               |         |                               |
|-------------------------|------------------------|-----------------------------------------------|---------|-------------------------------|
| wpEmojiSettingsSupports | WordPress core         | Detects browser emoji support.                | Session | Necessary (exempt)            |
| _ga                     | Google Analytics (GA4) | Distinguishes unique users.                   | 2 years | Analytics (set after consent) |
| _ga_GT-MJKDMFB6         | Google Analytics (GA4) | Persists session state for this GA4 property. | 2 years | Analytics (set after consent) |

## 9. Who We Share Personal Information With

We may share personal information only where this is necessary and appropriate for the purposes described in this policy. Recipients may include:

- a) venues, venue coordinators, event planners and suppliers involved in arranging or delivering the event;
- b) website, email, cloud-storage, calendar and business-administration providers, including ACC-IT Services Ltd, Krystal and Google services;
- c) Canva, where design or event materials are prepared using Canva;
- d) Google services, including Gmail, Google Analytics, Google Search Console and Site Kit by Google;
- e) Calendly, for arranging calls or appointments;
- f) professional advisers, insurers, accountants and legal advisers;
- g) HMRC, regulators, courts, insurers or law-enforcement bodies where required or permitted by law.

Photographs and booking records are stored using services provided by ACC-IT Services Ltd.

## 10. International Transfers

Some of our service providers, including Google, Canva, Calendly, ACC-IT Services Ltd and Krystal, may process personal information outside the United Kingdom. Where personal information is transferred internationally, we will take reasonable steps to ensure that appropriate safeguards are in place, such as UK adequacy regulations, the UK International Data Transfer Agreement or Addendum, or other lawful transfer mechanisms.

## 11. How Long We Keep Personal Information

We keep personal information only for as long as reasonably necessary for the purposes for which it was collected, including to meet legal, accounting, insurance and dispute-resolution requirements. Our usual retention approach is set out below.

| Record type                                                | Usual retention period                                                                                                                                                                                              |
|------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Unsuccessful enquiries                                     | Retained until the proposed date of the event or the last point of contact, unless the individual has opted in to marketing or a longer period is required by law or in connection with a complaint or legal issue. |
| Customer booking records, contracts and key correspondence | Usually six years after the event date or final payment, to help deal with accounting, insurance, complaints or legal claims.                                                                                       |
| Invoices and accounting records                            | Usually six years, in line with tax and accounting requirements.                                                                                                                                                    |
| Venue and supplier contact information                     | For as long as needed for the relevant booking and then as part of the booking record where necessary.                                                                                                              |
| Marketing records                                          | Until consent is withdrawn, the person unsubscribes, or the information is no longer reasonably needed for marketing. Suppression records may be kept to ensure opt-outs are respected.                             |
| Photographs and videos                                     | For as long as reasonably needed for the approved purpose, subject to periodic review and any withdrawal request for future use.                                                                                    |
| Website analytics information                              | In accordance with the relevant analytics settings and cookie notice.                                                                                                                                               |

## 12. How We Protect Personal Information

We take reasonable steps to protect personal information against unauthorised access, loss, misuse or disclosure. These steps may include use of password-protected accounts, access controls, secure cloud storage, careful sharing practices and limiting access to information to those who need it for the purposes described in this policy.

No website, email or online service can be guaranteed to be completely secure. If you believe that personal information you have provided to us has been compromised, please contact us promptly.

## 13. Your Rights

Depending on the circumstances, you may have the right to:

- a) request access to your personal information;
- b) ask us to correct inaccurate or incomplete information;
- c) ask us to delete your personal information;
- d) ask us to restrict how we use your information;

- e) object to our use of your information, including for direct marketing;
- f) request transfer of your information in a portable format;
- g) withdraw consent where we rely on consent.

These rights are not absolute and may depend on the lawful basis for processing and the reason we hold the information. To exercise a right, please contact us using the details in section 1.

## **14. Complaints**

If you have a concern about how we use personal information, please contact us first so that we can try to resolve it. You also have the right to complain to the Information Commissioner's Office, the UK supervisory authority for data protection matters.

ICO website: <https://ico.org.uk>

ICO telephone: 0303 123 1113

## **15. Providing Personal Information**

Some personal information is necessary so that we can respond to enquiries, provide quotations, take bookings, liaise about event arrangements and perform the contract. If required information is not provided, we may be unable to provide a quotation, accept a booking or deliver the requested service.

Marketing information and photography consent are optional. You can choose not to receive marketing and you can decline promotional photography use without affecting the booked service.

## **16. Automated Decision-Making**

We do not use personal information to make solely automated decisions that have legal or similarly significant effects on individuals.

## **17. Changes to This Policy**

We may update this Privacy Policy from time to time, including where our website, services, systems, cookies or legal obligations change. The latest version will be made available on our website and, where appropriate, linked in enquiry, booking or marketing communications.