

Privacy Policy

Our Privacy Policy sets out what “personal data” (i.e. information that relates to you and enables you to be identified) and other information about you (together called personal information) we collect and how it will be used.

Who We Are

The ACC Liverpool Group Limited (we, our, us) has a number of trading divisions. The ACC Liverpool Group and/ or these trading divisions operate the following websites (together called Our Sites):

Trading Division	Website
M&S Bank Arena Liverpool	www.mandsbankarena.com
Exhibition Centre Liverpool	www.exhibitioncentreliverpool.com
Ticket Quarter	www.ticketquarter.co.uk
ACC Liverpool	www.accliverpool.com

Before You Go Any Further...

This Privacy Policy applies to each of Our Sites.

Please take the time to read this Privacy Policy in full and understand it.

To be helpful we have included some links to other websites in this Privacy Policy. Please note that these websites are controlled by other people and we are not responsible for them.

What Personal Information Do We Collect and When

We will collect personal information from you by way of:

- Emails and other electronic communications you send to us;
- Any customer forum or other discussion forums we host on our Sites or other material posted by you on Our Sites;
- Forms which you complete on Our Sites (for example in signing up to our latest offers and news);
- Purchasing tickets from us;
- Any other ways you communicate with us from time to time (such as when you contact our booking office or participate in any competition, promotion or offer we run);
- Posts and comments you make to our corporate presence on social media platforms (such as Facebook or Twitter);
- Website browsing activity such as pages you visit and the products you buy or intend to buy; and

- Third party behaviour and activity tracking on our websites, where you have consented to these activities e.g. with Google, Facebook and Twitter.

Legal Basis For Using Your Information

In accordance with data protection law, we are obliged to inform you that we are using your information as described in this Privacy Policy on the following legal basis:

- You have given your consent to us using your information as described in this Policy;
- The use is necessary to perform a contract between us or to take steps which you requested us to take before entering into a contract;
- The use is necessary to comply with a legal obligation to which we are subject;
- The use is necessary to save your life or that of another individual;
- The use is necessary for the purposes of legitimate interests which are to provide you with our services and keep you updated on those services.

We may collect the following types of personal information:

- Your name, address, date of birth, email address and other contact details;
- Your passwords and preferred user names, account details. If you submit details to us of any other person (e.g. a friend) please make sure that they are aware that you are doing so before you provide these details;
- Full details of any of our products you purchase, our events you attend or our other services you may use from time to time;
- Your preferences and interests;
- Details of any feedback you may have in respect of Our Sites or about us in general, including any complaints;
- Payment details;
- Information from banking, credit card and credit reference agencies;
- Full details of the purchases you make;
- Information on what you view, click on and access;
- Personal information which is lawfully available from social media sources which is placed in the public domain by social media networks such as Facebook and Twitter. You should review the terms and conditions and privacy policies of the social media networks you use to understand what personal information relating to you they will put in the public domain and how you can stop them if you are unhappy about it; and
- Sensitive information from you with your consent (but this will be collected far less frequently than the other types of personal information outlined in this Privacy Policy). "Sensitive information" includes, but is not limited to, your racial or ethnic origin, religious beliefs or other beliefs of a similar nature, your physical or mental health or condition (e.g. if you are pregnant) or your sexual life.

Some personal information we require that you provide in order for us to be able to provide the services. Other information is voluntary. We will make it clear which personal information you have to give at the point of collection. If you do not provide this personal information, you will not be able to benefit from some of the features of Our Sites or any of the related activities.

In addition to the personal information we collect in the above ways, we may also collect personal information about your visits to Our Sites and about your computer including, but not limited to traffic data, location data, weblogs, the resources that you access, when you access Our Sites, when you leave one of Our Sites, your IP address, your operating system and browser type. This other information is collected by cookies. For detailed information on the cookies we use and the purposes for which we use them, [please see our Cookie Policy](#).

How Do We Use Your Personal Information?

We will use the personal information collected:

- To supply you with the information, products and services you have requested from us and to enable us to carry out our obligations arising from any contracts entered into between you and us;
- To respond to any queries, suggestions or complaints you have raised with us;
- To contact you from time to time, using the method you have chosen (including but not limited to email, SMS and post), about things you have told us you want to hear about, for example about, changes to Our Sites or our policies, our products, events, news, offers, competitions and other services and to make suggestions and recommendations to you about products, services and events which may be of interest to you;
- To allow other people to contact you (but only where you have told us this is ok) about things you told us you want to hear about, using the method you have chosen (including but not limited to email, SMS and post). These things may include their products, news, offers, competitions and other services;
- To allow you to participate in any interactive part of Our Sites if you choose to do so;
- To help personalise your experience of Our Sites;
- To assist and enable us to provide products, events and other services to our customers and prospective customers;
- To make suggestions and recommendations to other users of Our Sites about products, services and events which may be of interest to them;
- To monitor the use of Our Sites;
- To respond to any social media post or comments you make where these are made direct to us or in the public domain;
- For event organisers and promoters to allow them to deliver their event or service;
- For administrative, historic research and statistical analysis purposes relating to our business or Our Sites, including the maintenance of appropriate records;

- Where otherwise permitted by law, for example in the prevention and detection of crime affecting us or our industry. We reserve the right to report any activity which we suspect violates any relevant laws or regulations to the appropriate authority. If we are requested by such authority for the personal information we reserve the right to disclose it to them; and
- To help personalise your experience in emails, SMS or advertising based on your personal information and behaviour on our websites.

Security

Much of the personal information we receive is provided electronically, originating with your relevant device and then transmitted to us by your relevant telecoms network provider.

All personal information we receive will be kept as confidential and as secure as possible through the use of our secure server software. This means that the personal information can only be exchanged between you, us and any third party to whom we decide to transfer the personal information for the purposes detailed in this Privacy Policy.

We follow strict security procedures and use industry standard practices to safeguard the confidentiality of the personal information we hold. We treat the personal information as an asset that must be protected against loss and unauthorised access. Our employees use many different security techniques to protect the personal information from unauthorised access by users inside and outside the company. Unfortunately, the transmission of information via the internet is not completely secure. We will of course comply with our legal obligations. If we provide you with a user ID and password to enable you to access restricted areas of Our Sites or other content or services you must ensure that the user ID and password is kept confidential. You accept responsibility for all activities that occur under your user ID or password unless such activities were the result of a failure in our security.

Purchasing Tickets

If you purchase tickets from us, the transaction will be made on our ticketing site Ticket Quarter. In addition to the above personal information we will also collect the following personal information during the purchase:

- Payment details;
- Information from banking, credit card and credit reference agencies;
- Full details of the purchases you make; and
- Information on what you view, click on, purchase and access.

We work in partnership with a payments service provider for secure transaction handling. We take security very seriously. In particular, we comply with the Payment Card Industry's Data Security standards (otherwise known as "PCI-DSS") when processing your ticket payments and associated personal information.

Your Personal Information and Third Parties

We also work closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, marketing providers, analytics providers, search information providers and credit reference agencies) and may receive information about you from them or from any other people where you give them permission to share information with us, or otherwise where they can lawfully do so. We cannot run our business or provide many of the services and benefits you expect to receive without involving other people and businesses and sometimes we pass your information to these other people and businesses as set out below. We only share your information where we can do so in accordance with our legal data protection and privacy obligations.

We shall not release the personal information we collect to any third parties unless:

- It is to Google as set out in our Cookie Policy;
- It is to our digital marketing partner DotDigital as set out in our Cookie Policy;
- We pass the personal information to a trading division of The ACC Liverpool Group (such as M&S Bank Arena Liverpool or Ticket Quarter), a member of our group or other affiliate and other companies who become part of our group;
- We are obliged or permitted to do so by law;
- We need to in order to enforce or apply our terms and conditions of use and/or other agreements between us;
- Material uploaded or posted by you on our site violates the rights of a third party;
- We need to, to protect ourselves, our group companies, customers, the public and/or property (which may include us exchanging personal information and other information with other companies and organisations for the purposes of fraud protection and credit risk reduction);
- If fraud or other criminal conduct is suspected (in which case we may disclose personal information to the police and other relevant authorities);
- We have your consent to do so;
- It is necessary to do so to provide the products or services chosen by you, in which case we will inform of this when we collect your personal information;
- The Police, Local Authorities, HMRC, the court or any other local government bodies request it and we may lawfully disclose it, for example, for the prevention and detection of crime;
- We sell any of our business assets we may disclose your personal information to the prospective seller of such business assets; and/or
- We or substantially all of our assets are acquired by a third party, in which case personal information held by us about our customers will be one of the transferred assets.

How Long We Keep Your Personal Information For

We may retain your personal information for historic research and statistical purposes for as long as we choose (which may be indefinitely). Otherwise, in accordance with our legal data protection and privacy obligations, we will only retain your personal information for as long as we actually need it to achieve the purpose(s) for which we have obtained it in the first place. We will then either securely delete it or anonymise it so that it cannot be linked back to you.

International Transfers of Your Personal Information

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services.

We take steps to make sure that, when your personal information is handled in another country, appropriate protection is in place, in line with data-protection laws. Often, this protection is set out under a contract with the organisation who receives that information. For more information about this protection, please contact us at gdpr@accliverpool.com.

Your Rights

You have the following rights under GDPR

- The right to be informed;
- The right of access;
- The right to rectification;
- The right to erasure;
- The right to restrict processing;
- The right to data portability;
- The right to object;
- Rights in relation to automated decision making and profiling;
- The right to complain to the ICO.

If you have subscribed to marketing you have the right to opt out of receiving marketing communications from us at any time. To exercise this right contact our Marketing Department by email on marketing@accliverpool.com.

Our Sites may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal information to these websites.

Under Data Protection Laws you are entitled to be given by us a description of all personal information we hold about you, the purposes for which this is being processed and the recipients to whom this may be disclosed. You also have the right to have communicated to you, in an intelligible form, the information constituting the personal information and any information available to us as to the source of that personal information. We reserve the right not to comply with any requests we receive where we may lawfully do so, for example, if we reasonably believe a request to be malicious, technically very onerous, to involve disproportionate effort or to be harmful to the rights of others.

For Subject Access Requests please contact us, you can email gdpr@accliverpool.com or write to us at The ACC Liverpool Group, Kings Dock, Liverpool Waterfront Liverpool L3 4FP

You also have a right to complain to the Information Commissioner if you believe there is a problem with the way we use your personal information. If you are resident or domiciled in the UK please see www.ico.gov.uk which provides more information about privacy issues and your related rights.

Please let us know if the personal information which we hold about you needs to be corrected or updated by emailing: marketing@accliverpool.com

Removal of Your Personal Information

If you wish to be taken off The ACC Liverpool Group's records please e-mail marketing@accliverpool.com

To unsubscribe from marketing emails you can click unsubscribe on any email you receive from us.

General

In the event that any term of this Privacy Policy is held to be invalid, unlawful, void or for any reason unenforceable, that term shall be deemed severable and the remainder of this Privacy Policy shall remain valid and enforceable. No waiver of any term of this Privacy Policy shall be deemed a further or continuing waiver of such term or any other term.

For the avoidance of doubt nothing in this Privacy Policy shall confer on any third party any benefit or the right to enforce any terms contained herein.

Changes to this Privacy Policy

We reserve the right to change the terms of this Privacy Policy at any time. When we make changes, we shall update the version number of the policy and publish the latest policy on Our Sites. We encourage you to review this Privacy Policy whenever you visit our site. If you do not want your personal information to be used in the way the updated Privacy Policy sets out please do not use Our Sites or submit personal

information to us through them. We will not make changes to the purposes for which we process your personal information or reduce the level of protection we provide for your personal information without your consent.

A Bit More About Us

Our full legal name is The ACC Liverpool Group Limited. We are a limited company registered in England and Wales (company number: 05204033). Our registered office is at The ACC Liverpool Group, Kings Dock, Liverpool Waterfront, Liverpool L3 4FP.

We are what is known as the “data controller” of the personal information you provide to us. This term means we control the way your personal information is used and processed.

We are registered with the UK Information Commissioner’s Office (ICO) under the Data Protection Act 1998. Our registration number is Z2822606. The [ICO make the registered details of all data controllers publicly available](#).

Contact Us

If you have any questions about this Privacy Policy or treatment of your personal information, please write to us by email to gdpr@accliverpool.com or by post to Data Compliance Manager, The ACC Liverpool Group, Kings Dock, Liverpool Waterfront, Liverpool L3 4FP.

Cookies Policy

Who We Are

The ACC Liverpool Group Limited (We, Our, Us) has a number of trading divisions. The ACC Liverpool Group and/or these trading divisions operate the following websites (together called Our Sites):

Trading Division	Website
M&S Bank Arena Liverpool	www.mandsbankarena.com
Exhibition Centre Liverpool	www.exhibitioncentreliverpool.com
Ticket Quarter	www.ticketquarter.co.uk
ACC Liverpool	www.accliverpool.com

Before You Go Any Further...

Each of Our Sites use cookies to distinguish you from other users of Our Sites. This helps us to provide you with a good experience when you browse Our Sites and also allows us to improve Our Sites.

By continuing to browse Our Sites, you are agreeing to our use of cookies in accordance with this Cookie Policy. Please take the time to read this Cookie Policy in full and understand it.

What Are Cookies?

Cookies are pieces of data created when you visit a site, and contain a unique, anonymous number. They are stored in the cookie directory of your hard drive, and do not expire at the end of your session. Cookies do not contain any personal information about you and cannot be used to identify an individual user.

Cookies have a lifetime. Many only last until you close your browser or for a short time. These are called 'session cookies'.

Some last far longer though, for example, to enable a website to recognise you when you return to them. These are called 'persistent cookies'. Where possible, we'll let you know how long these cookies last for.

Cookies set directly by a website owner (like us) are generally known as 'first party cookies'. Many (if not most) modern websites also use bits of hidden technology provided by other parties. Online advertising and behavioural marketing are a particularly common example. These other parties may also set cookies when you use Our Sites. If they do so, their cookies are generally known as 'third party cookies'.

There are some other computer technologies which are technically different to cookies but are used to perform very similar jobs and function in a very similar way. For example, 'locally stored objects' (or 'flash cookies') are used to power some online video content, and 'web bugs' (or 'web beacons') are used for many of the same purposes as cookies.

When we provide services, we want to make them easy, useful and reliable. Cookies are used to improve services for you through, for example:

- Enabling a service to recognise your device so you don't have to give the same information several times during one task;
- Recognising that you may already have given a username and password so you don't need to do it for every web page requested;
- Measuring how many people are using services, so they can be made easier to use and there's enough capacity to ensure they are fast; and
- Identifying the products and services browsed on Our Sites by those who have opted in to receive marketing from us, to help us decide which products and services you are most likely to want to receive marketing information about.

Now that we have explained what cookies are, please read 'Our use of cookies' to understand why we use them.

To be helpful we have included some links to other websites in this policy. Please note that these websites are controlled by other people and we are not responsible for them.

Our use of cookies

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of Our Sites. They are essential in order to enable you to move around our Sites and they include, for example, cookies that enable you to log into secure areas of Our Sites, use a shopping cart or make use of e-billing services;
- **Analytical / performance cookies.** These cookies collect information about how visitors use Our Sites. They allow us to recognise and count the number of visitors and to see how visitors move around Our Sites when they are using them. This helps us to improve the way Our Sites work, for example, by ensuring that users are finding what they are looking for easily. These cookies don't collect information that identifies individual visitors. All information collected is aggregated and therefore anonymous and is only used to improve how Our Sites work;

- Functionality cookies.** These are used to recognise you when you return to Our Site. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region). These cookies may also be used to provide services you have asked for such as watching a video or commenting on a blog. These cookies do not track your browsing activity on other websites; and
- Targeting cookies.** These cookies record your visit to Our Sites, the pages you have visited and the links you have followed. We will use this information to make our Sites and the advertising displayed on them more relevant to your interests. We may also share this information with third parties for this purpose. We also use cookies to help personalise your experience in emails, SMS or advertising based on your personal information and behaviour on our websites.

Website	Cookie Name	Cookie Description	Purpose
accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com	News-Ticker	Functionality	Stores whether you have viewed then closed the news ticker that may appear on the site when there are important alerts
accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com	Request Verification Token	Strictly Necessary	Used by the system to verify where a request originated
accliverpool.com mandsbankarena.com	ASP.NET_SessionId	Strictly Necessary	Used by the system to store a unique identifier for each login
accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com	accAuthCookie	Strictly Necessary	Stores verification information for each client login
accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com	contour_xxxx	Strictly Necessary	Advert on the home page. Used by the form system when validating forms.

We regularly review the cookies we use and which our suppliers use to keep them to the minimum we think we need. In doing so, we aim to respect your right to privacy in your online life, which is very important to us, but also ensure you have a good browsing experience and ensure we have enough of the right kind of

information to improve Our Sites and business.

Third Party Cookies

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

We use Google Ads' re-marketing services to better understand the behaviour of our customers by collecting information about your online activities on our websites to provide advertising targeted to suit your interests and preferences elsewhere online. Google uses automated technologies to collect information when you click on our ads, which helps track and manage the effectiveness of our marketing efforts.

We use DotDigital behaviour tracking to identify the products and services on Our Sites that most interest our email marketing subscribers, in order to personalise marketing to match you interests and behaviours.

We use Facebook and Twitter's re-marketing and advertising services. If you have consented to these services' in their terms and conditions, they will allow us to market to you on those platforms based on your interests or your activity on our websites.

We use the following third party cookies on Our Sites:

Website	Cookie Name	Cookie Description	Purpose
accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com ticketquarter.co.uk	Google Analytics	Analytics	Google Analytics sets cookies to help us accurately estimate the number of visitors to Our Sites and volumes of usage. This to ensure that the service available quickly and when you want it. www.google.com/analytics
accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com	di	Targeting	Maintenance cookies that help expiration for other cookies
accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com	dt	Targeting	Maintenance cookies that help expiration for other cookies

accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com	loc	Targeting	Geolocation used to help publishers know approximately where people sharing information are located
accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com	uid	Targeting	
accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com	uit	Targeting	Uniquely assigned machine generated user ID
accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com	autvc	Targeting	Used by Add This social sharing http://www.addthis.com/academy/what-are-http-cookies/ http://www.addthis.com/privacy/privacy-policy
accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com ticketquarter.co.uk	DMSessionID	Targeting	Used by our digital marketing partner DotDigital to identify the products and services that you browse most on Our Sites in order to more accurately inform you about the products and services you are most likely to want to purchase from us through your subscriptions to email and SMS marketing.
accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com ticketquarter.co.uk	Google Analytics: __gads / __gac / Conversion / AID / DSID / TAID / NID / SID	Targeting	Google Ads cookies enable Google to remember your most recent searches, your previous interactions with our adverts or search results and your visits to our website. This helps us to show you customised adverts on Google and sites affiliated with Google's Display Network. You can opt out here: https://adssettings.google.com/authenticated

accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com ticketquarter.co.uk	Facebook - various including fbp	Advertising, recommendation, insights and measurement	Various - see more information here: https://www.facebook.com/policies/cookies/
accliverpool.com mandsbankarena.com exhibitioncentreliverpool.com ticketquarter.co.uk	Twitter - various	Advertising	Various - see more information here: https://help.twitter.com/en/rules-and-policies/twitter-cookies

During your visit to one of Our Sites you may notice some cookies that are not related to that site. This happens when you visit a page with content embedded from a third party (for example YouTube videos) or use some of the links to social networking sites (e.g. Add This) or other websites of our partner networks, advertisers or affiliates.

We love it when you share information through a social media network but when you do so, please be aware that, any third party website you link to from Our Sites may place cookies on your computer. We do not control how a third party uses their cookies and accept no responsibility for this. You should check any third party websites' privacy policies for more information about their cookies if you are concerned about this.

How can you manage cookies?

In case you do not agree with our Cookie Policy, we have provided the following details of how you can manage cookies yourself. By following the instructions below, you can tailor how your web browser behaves and to ensure only cookies and similar technologies with which you are happy are loaded on to your computer, mobile phone or tablet device.

Although your browser may be set up to allow the creation of cookies, you can specify that you be prompted before a site puts a cookie on your hard disk, so that you can decide whether to allow or disallow the cookie. Alternatively, you can set your computer not to accept any cookie. If you choose not to accept the cookie, this will not affect your access to the majority of facilities available on Our Sites.

However, if you disable cookies altogether our client login area will not work. This will only affect you if you login via our extranet.

Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you visit Our Sites.

Updates to this Cookie Policy

We review our use of cookies and similar technologies regularly. In doing so, we may change the cookies and other technologies we use, and how we use them.

As a result, we will need to change this Cookie Policy from time to time to keep it accurate and up to date.

We will try to draw any changes we may make to this Cookie Policy from time to time to your attention in an appropriate way but please check this Cookie Policy from time to time to see if any changes have been made.

Please look out for these notices in future when you are using Our Sites.

Contact us

If you want any further information about our approach to cookies and similar technologies, Our Sites in general or have any other privacy questions relating to us, we'd be happy to help you. Please write to us by email to website@accliverpool.com or by post to Marketing Manager, The ACC Liverpool Group, Kings Dock, Liverpool Waterfront, Liverpool L3 4FP.

For more information on privacy and data protection please also [view our privacy policy](#).