

Vertical Drama LoveFest Privacy Policy

Last updated: 29 July 2026

Vertical Drama Love Ltd respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains what information we collect when you purchase a ticket for or attend LoveFest, why we collect it, how we use and protect it, and the rights you have under UK data protection law.

1. Who we are

Vertical Drama LoveFest is organised by:

Vertical Drama Love Ltd

7 Bligh's Walk
Sevenoaks
TN13 1DB
United Kingdom

Vertical Drama Love Ltd is the data controller responsible for the personal information described in this policy.

If you have questions about this Privacy Policy or how we use your information, please contact:

Jen@verticaldramalovefest.com

2. Information we collect

Depending on how you interact with LoveFest, we may collect:

Registration and contact information

- Your first and last name
- Your email address
- Your country and time zone
- Your chosen display name
- Your pronouns, if you choose to provide them
- Information about how you heard about LoveFest

Ticket and payment information

- The ticket purchased
- The amount paid
- Transaction and payment confirmation details
- Information needed to process a transfer or assist with a payment query

Payments are processed securely through Stripe or PayPal. Vertical Drama Love Ltd does not receive or store your complete credit or debit card details. Stripe and PayPal process payment information under their own privacy policies.

Event participation information

We may collect information connected with your participation in LoveFest, including:

- Panels and sessions you attend
- Questions you submit before or during the event
- Chat messages or other contributions you choose to make
- Communications you send to the LoveFest team
- Technical or support enquiries
- Feedback or survey responses

You may choose whether your name or selected display name is visible to other attendees on the vFairs platform.

If you participate in a public chat or submit a question during a recorded session, your display name and contribution may be visible to other attendees and could appear in the event recording.

Accessibility information

If you contact us about an accessibility requirement, you may choose to provide information relating to your health or disability. We will only use this information to consider and provide appropriate support for your participation in LoveFest.

Providing accessibility information is voluntary. Where it constitutes special-category personal information, we process it with your explicit consent. You may withdraw that consent by contacting us, although doing so may affect our ability to provide the requested support.

Marketing information

If you actively opt in to receive marketing, we will collect and use your name, email address and marketing preferences to send you LoveFest and Vertical Drama Love news through Beehiiv.

Marketing consent is optional and is separate from purchasing a ticket. You can unsubscribe at any time by using the link in any marketing email or contacting us.

Technical information and cookies

When you visit the LoveFest website or use the vFairs platform, information may be collected automatically, including:

- Your IP address
- Browser and device type
- Login and platform activity
- Pages, booths or sessions visited
- Cookie identifiers
- General website and event usage information

Please see the section on cookies below for more information.

3. How we use your information

We use personal information to:

- Process and administer ticket purchases
- Register attendees and provide access to LoveFest
- Send receipts, login details and essential event information
- Communicate schedule, speaker or programme changes
- Provide access to event recordings
- Answer questions and provide technical support
- Process ticket transfers
- Manage live chats, questions and other event participation
- Maintain a safe environment and enforce the Attendee Code of Conduct
- Respond to accessibility requests
- Prevent fraud, misuse and unauthorised access
- Understand attendance and improve future events
- Maintain financial and accounting records
- Send marketing communications where you have opted in
- Comply with our legal and regulatory obligations

We do not sell attendee information.

4. Our lawful bases for using your information

Under UK data protection law, we must have a lawful basis for processing personal information.

We rely on:

- **Contract:** to process your ticket, register you for LoveFest, provide event access and deliver the services included with your purchase.
- **Legal obligation:** to retain necessary financial records and comply with tax, accounting and other legal requirements.
- **Legitimate interests:** to administer and improve LoveFest, provide customer support, protect the event and its attendees, prevent misuse, maintain security and enforce our terms and Code of Conduct.
- **Consent:** to send optional marketing communications, use non-essential cookies where required, and process voluntarily supplied accessibility information where it includes health or disability information.

You may withdraw consent at any time. Withdrawal will not affect processing that took place before consent was withdrawn.

5. Who we share information with

We only share personal information where necessary to operate LoveFest, fulfil your ticket or comply with the law.

Information may be shared with:

- **vFairs**, which hosts ticket registration and the online event platform
- **Stripe and PayPal**, which process ticket payments
- **Beehiiv**, if you opt in to marketing emails
- **Google Workspace**, where limited information may be stored in secure, password-protected documents
- Professional advisers, contractors or technical-support providers where necessary
- Moderators and relevant LoveFest team members
- Law-enforcement bodies, regulators or other authorities where legally required

Questions submitted for panels may be shared with panel moderators, speakers or their representatives for the purpose of preparing and delivering the session.

Service providers are only given the information reasonably necessary to perform their role.

6. International data transfers

Some of our service providers may store or process information outside the United Kingdom.

Where personal information is transferred internationally, we take reasonable steps to ensure that an appropriate legal transfer mechanism or safeguard is in place, as required by UK data protection law. This may include UK adequacy regulations, approved contractual safeguards or other lawful transfer arrangements.

You can contact us if you would like further information about the safeguards used for international transfers.

7. How long we keep your information

General LoveFest attendee and registration records will normally be retained for **one year after the event** and then securely deleted or anonymised.

We may delete accessibility information sooner once it is no longer needed to provide the requested support.

Marketing information will be retained until you unsubscribe or withdraw your consent, subject to retaining a minimal suppression record so that we do not contact you again against your wishes.

Payment, transaction and accounting records may be kept for longer where required by law. UK companies may need to retain certain accounting records for up to six years or another applicable statutory period.

Information may also be retained for longer where reasonably necessary to:

- Resolve a complaint or dispute
- Prevent fraud or misuse
- Establish, exercise or defend a legal claim
- Comply with a legal or regulatory obligation

8. Cookies

The LoveFest website and vFairs platform use cookies and similar technologies.

Cookies may be used to:

- Enable registration and secure login
- Remember preferences
- Operate essential event features
- Maintain platform security
- Understand how the website and event are used
- Measure attendance and engagement
- Improve future events

Some cookies are essential for the website or event platform to operate. Where required by law, non-essential cookies and analytics technologies will only be used after you have been given an opportunity to make a choice.

Third-party platforms, including vFairs, Stripe, PayPal and Beehiiv, may also use cookies in accordance with their own privacy and cookie policies.

You can control cookies through the consent options presented on the website and through your browser settings. Disabling essential cookies may affect your ability to register, log in or use parts of LoveFest.

9. Event recordings and public participation

LoveFest panels and sessions will be recorded and made available to ticket holders for one month after the event.

Pre-recorded panels will include captions.

Attendees can choose whether to participate in live chats or submit questions. If you contribute publicly, your selected display name and contribution may be visible to other attendees and may appear in an event recording.

Please do not include private, sensitive or confidential information in public chats or questions.

LoveFest recordings must not be copied, recorded, distributed or shared without permission.

10. Marketing communications

Purchasing a LoveFest ticket does not automatically subscribe you to marketing.

We may send essential administrative messages without marketing consent. These can include:

- Purchase confirmations and receipts
- Login and access instructions
- Schedule or speaker updates
- Technical information
- Safety or Code of Conduct communications
- Information about accessing event recordings

If you separately opt in to marketing, we may send you LoveFest and Vertical Drama Love announcements through Beehiiv.

You can unsubscribe at any time. Unsubscribing from marketing will not prevent you from receiving essential communications relating to a ticket you have purchased.

11. Children and young people

LoveFest is not specifically directed at children.

People under 18 should not purchase a ticket or provide registration information without the involvement of a parent or legal guardian. A parent or guardian should purchase and register the ticket on their behalf.

We do not knowingly ask children under 13 to register directly or provide personal information. If you believe a child has provided information without appropriate parental involvement, please contact us so that we can review and, where appropriate, delete it.

12. How we protect your information

We take reasonable organisational and technical measures to protect personal information from loss, misuse, unauthorised access, alteration or disclosure.

These measures include:

- Secure, password-protected systems
- Limiting access to people who need the information
- Using established service providers
- Avoiding the storage of complete payment-card details
- Reviewing and deleting information when it is no longer required

No online service can guarantee absolute security. If we become aware of a personal-data breach, we will respond in accordance with applicable legal requirements.

13. Your data-protection rights

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

- Ask for a copy of the personal information we hold about you
- Ask us to correct inaccurate or incomplete information
- Ask us to delete your information
- Ask us to restrict how your information is used
- Object to certain processing
- Ask for information to be transferred in a portable format
- Withdraw consent at any time
- Complain about how your information has been handled

Some rights are subject to legal limitations and may not apply in every situation.

To exercise a right, contact Jen@verticaldramalovefest.com. We may need to verify your identity before responding.

You can also complain to the UK Information Commissioner's Office:

Information Commissioner's Office

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
United Kingdom

www.ico.org.uk

14. Third-party websites and services

The LoveFest website may contain links to external websites, platforms or services. We are not responsible for their privacy practices. Please review their privacy information before providing personal information to them.

15. Changes to this Privacy Policy

We may update this Privacy Policy to reflect changes to LoveFest, our service providers or legal requirements.

The latest version will be published on the LoveFest website with its updated date. If a significant change affects how registered attendees' information is used, we will provide appropriate notice.

16. Contact us

For privacy enquiries, requests or concerns, contact:

Vertical Drama Love Ltd

7 Bligh's Walk
Sevenoaks
TN13 1DB
United Kingdom

Email: Jen@verticaldramalovefest.com