

Worlds Awakened Ltd

Marketing & Communications Policy

Last Updated: 22/07/26

1. Introduction

Worlds Awakened Ltd ("Worlds Awakened", "we", "us", or "our") is committed to communicating with our community in a responsible, transparent, and respectful way.

This Marketing & Communications Policy explains how we use personal information for marketing and promotional communications and how you can control the communications you receive from us.

This policy is intended to work alongside our **Privacy Policy**, **Welfare & Safety Policy**, **Photography & Media Policy**, **Player Code of Conduct**, and **Ticketing & Cancellation Terms**.

2. What is Marketing?

Marketing includes communications intended to promote or advertise Worlds Awakened Ltd, our events, products, services, activities, and community.

This may include information about:

- Upcoming LARP and immersive events
- Ticket releases and event announcements
- Competitions, raffles, and giveaways
- Merchandise and new products
- Special offers and promotions
- Community activities and announcements
- New event experiences
- News and updates from Worlds Awakened

Administrative and essential communications are not considered marketing where they are necessary to provide a service you have requested. For example, we may contact you about a ticket you have purchased, an event you are attending, or an important change to an existing booking.

3. How We Collect Marketing Preferences

Where required by law, we will ask you to actively opt in before sending you marketing communications.

For example, you may be asked to select:

☐ **Yes, I'd like to receive marketing communications from Worlds Awakened Ltd about upcoming events, ticket releases, competitions, special offers, merchandise, and other news.**

Marketing consent will be separate from our Terms & Conditions and will not be a requirement for purchasing tickets or attending our events.

We will not use pre-ticked boxes or assume that silence or inactivity means that you have consented to receive marketing communications.

4. Types of Marketing Communications

Depending on the preferences you have provided and the legal requirements that apply, we may communicate with you through:

- Email
- SMS or text messages
- Social media and direct messaging
- Postal communications
- Online advertising
- Other electronic communication methods

Where separate consent is legally required for a particular type of communication, we will obtain the appropriate consent before using that communication method.

5. Your Marketing Consent

Where we rely on consent, your consent will be:

- Freely given
- Specific
- Informed
- Unambiguous
- Given through a clear affirmative action

You are not required to consent to marketing in order to purchase tickets, attend an event, purchase merchandise, or use our services.

You may withdraw your marketing consent at any time.

Withdrawing consent will not affect the lawfulness of any processing carried out before your consent was withdrawn.

6. Existing Customers

In certain circumstances, we may contact existing customers about our own similar products or services where the law permits us to do so, including where the relevant requirements for the "soft opt-in" under applicable electronic marketing rules are met.

Where we rely on this basis, we will provide a clear and simple opportunity to opt out when collecting your details and in subsequent marketing communications.

We will not use this exception as a substitute for consent where consent is legally required.

7. Unsubscribing and Opting Out

You have the right to object to direct marketing and can change your marketing preferences at any time.

You can unsubscribe by:

- Clicking the unsubscribe link included in our marketing emails;
- Following the instructions provided in other marketing communications; or
- Contacting Worlds Awakened Ltd at contact@worldsawakened.com.

We will process your request as soon as reasonably practicable.

Where appropriate, we may retain limited information on a suppression or "do not contact" list so that we can respect your decision and avoid contacting you again for marketing purposes.

8. Essential Communications

Opting out of marketing communications will not prevent us from sending essential or service-related communications where these are necessary.

For example, we may still contact you about:

- Ticket purchases and bookings
- Payment confirmations
- Event information
- Changes to an event you have booked
- Event cancellations or postponements
- Safety or welfare information
- Important changes to our Terms & Conditions
- Other communications necessary to provide a service you have requested

These communications are separate from optional marketing communications.

9. Marketing Information We May Use

Where lawful and appropriate, we may use information such as:

- Your name
- Email address
- Telephone number
- Marketing preferences
- Event attendance or ticket purchase history
- Merchandise purchase history
- Communication preferences

We will only use personal information for marketing purposes where we have an appropriate lawful basis and where any additional requirements under applicable laws and regulations have been met.

We will not knowingly collect or use unnecessary sensitive personal information for marketing purposes.

10. Third-Party Marketing Services

We may use trusted third-party service providers to help us manage and deliver marketing communications, such as email marketing platforms, ticketing systems, website providers, and advertising platforms.

Where we use third-party providers to process personal information on our behalf, we will take appropriate steps to ensure that they process information in accordance with applicable data protection requirements.

We will not sell your personal information to third parties for their own marketing purposes.

Where we share personal information with another organisation for marketing purposes, we will ensure that we have an appropriate legal basis and that any required consent and privacy requirements have been satisfied.

11. Social Media and Online Advertising

Worlds Awakened may use social media platforms and online advertising services to promote our events and activities.

Some online advertising technologies may use cookies, pixels, or similar technologies. Where consent is required for these technologies, we will seek consent in accordance with applicable law and our Cookie Policy.

We will take reasonable steps to ensure that any advertising or marketing activities involving personal information are carried out lawfully and transparently.

12. Photography, Video and Media

Marketing materials may include photographs, videos, or other media captured at Worlds Awakened events.

Our use of photography and video is governed by our separate **Photography & Media Policy**, which explains how event photography and media are managed and how individuals can raise concerns or make requests.

Marketing consent does not automatically constitute consent to be photographed or filmed.

Similarly, consent to be photographed or filmed does not automatically mean that you have consented to receive marketing communications.

These are separate matters and are managed under the relevant policies.

13. Competitions, Raffles and Promotions

Where Worlds Awakened runs competitions, raffles, giveaways, or promotional activities, participation will be subject to the relevant terms and conditions for that activity.

Entering a competition, raffle, or promotion will not automatically mean that you have agreed to receive marketing communications unless this is clearly explained and the appropriate consent is obtained.

Where marketing consent is optional, choosing not to provide consent will not disadvantage your participation in the activity.

14. Children's Data

Worlds Awakened recognises the importance of protecting children's personal information.

Our marketing activities will be designed with appropriate consideration for age and privacy requirements.

Where we know that a person is under the applicable age for consent to a particular processing activity, we will take appropriate steps to comply with applicable data protection and privacy laws.

We will not knowingly use children's personal information for inappropriate or unsuitable marketing purposes.

15. Data Retention

We will retain marketing information only for as long as reasonably necessary for the purposes for which it was collected, or where we have an ongoing legal or legitimate reason to retain it.

Marketing preferences and consent records may be retained for as long as necessary to demonstrate compliance with applicable legal requirements.

If you unsubscribe from marketing, we may retain limited information on a suppression or "do not contact" list to ensure that we respect your preferences.

16. Your Data Protection Rights

Depending on the circumstances, you may have rights under applicable data protection law, including the right to:

- Request access to your personal information;
- Request correction of inaccurate information;
- Request deletion of your information;
- Request restriction of certain processing;

- Object to certain processing;
- Withdraw consent where processing is based on consent;
- Request information about how your personal information is used.

You have an **absolute right to object to direct marketing**.

If you object to direct marketing, we will stop using your personal information for that purpose, subject to any limited information we may need to retain to ensure we respect your objection.

Further information about your rights can be found in our **Privacy Policy**.

17. Data Protection and Privacy

Worlds Awakened Ltd will process personal information in accordance with applicable UK data protection legislation, including the **UK General Data Protection Regulation (UK GDPR)**, the **Data Protection Act 2018**, and the **Privacy and Electronic Communications Regulations 2003 (PECR)**, as applicable.

We will regularly review our marketing practices to ensure they remain appropriate and compliant with applicable legal requirements.

18. Changes to This Policy

We may update this Marketing & Communications Policy from time to time to reflect changes in our services, marketing practices, technology, or applicable laws and regulations.

The latest version will be made available through our website or other appropriate communication channels.

19. Contact Us

If you have questions about this policy, wish to change your marketing preferences, or want to exercise your data protection rights, please contact:

Worlds Awakened Ltd

Email: contact@worldsawakened.com

For information about your personal data and privacy, please refer to our **Privacy Policy**.

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