

Privacy Policy

Worlds Awakened Ltd

Last updated: 22/07/26

Worlds Awakened Ltd (“we”, “us”, “our”) is committed to protecting your privacy and handling your personal data in a safe, respectful, and lawful way. This includes information collected to support **player welfare, safety, and accessibility** at our immersive and LARP events.

This policy explains what data we collect, why we collect it, how we protect it, and your rights under UK data protection law, including the UK GDPR and the Data Protection Act 2018.

1. Who We Are

Worlds Awakened Ltd is an events company specialising in immersive and live-action roleplay (LARP) experiences.

Data Controller: Worlds Awakened Ltd

Contact for data protection and welfare data queries:

Contact@worldsawakened.com

2. What Data We Collect

We may collect and process the following types of personal data:

General and booking data:

- Name
- Email address
- Phone number
- Billing and payment details (processed securely by third-party providers)
- Ticket purchases and booking history
- Age confirmation (where relevant to event age limits)
- Communication preferences

Welfare, safety, and access-related data (optional):

- Emergency contact details
- Accessibility or support requirements
- Relevant medical or health information (if you choose to provide it)

- Incident or welfare reports involving you (if applicable)

We only collect data that is necessary to run our events safely and effectively.

3. Why We Use Your Data

We use your personal data to:

- Process bookings and manage event participation
- Communicate important event, safety, and schedule information
- Provide welfare, safety, and accessibility support during events
- Respond to emergencies or safety incidents
- Manage refunds, transfers, and customer service queries
- Send marketing communications (only if you have opted in)
- Meet legal, insurance, and accounting obligations
- Improve our events, safety procedures, and player experience

We will **never sell your data** to third parties.

4. Lawful Basis for Processing

We process your data under one or more of the following legal bases:

- **Contract** – to provide the event or service you have booked
- **Consent** – for marketing and for optional welfare/access information
- **Legal obligation** – for legal, accounting, or safety compliance
- **Legitimate interests** – to run safe events, manage risk, and protect participants

5. Special Category Data (Health, Welfare, and Accessibility)

Some information used for welfare and safety (such as medical needs or access requirements) is classed as **special category data** under UK GDPR.

If you choose to provide this information, we will:

- Only use it to support your safety, wellbeing, and participation
- Treat it as confidential and sensitive
- Limit access to authorised staff (e.g. Event Leads or Welfare Officers)
- Store it securely
- Delete or anonymise it when it is no longer needed for safety or legal reasons

Providing this information is always optional, but it may help us keep you and others safe at our events.

6. Incident Reports and Safeguarding Records

If an incident, accident, or welfare concern occurs at one of our events, we may create a record that includes personal data.

These records are used to:

- Manage the immediate situation and provide support
- Review and improve safety and welfare procedures
- Meet legal, insurance, or safeguarding obligations

Access to these records is strictly limited, and they are stored securely and only kept for as long as necessary.

7. Who We Share Data With

We may share your data with:

- Ticketing and booking platforms
- Payment processors
- Email communication services
- Event staff or Welfare Officers (only where necessary for safety, access, or incident response)
- Emergency services (in an emergency)
- Legal, insurance, or regulatory bodies where required by law

All third parties we work with are required to handle your data securely and lawfully.

8. How We Store and Protect Your Data

We take appropriate technical and organisational measures to protect your data, including:

- Secure, password-protected systems
- Limiting access to authorised personnel only
- Using reputable third-party services
- Regularly reviewing what data we keep and why

We keep your data only for as long as necessary for:

- Running events and providing services

- Meeting legal, safety, or insurance requirements
- Protecting the welfare of participants

9. Your Rights

You have the right to:

- Access the personal data we hold about you
- Ask us to correct inaccurate or incomplete data
- Ask us to delete your data (in certain circumstances)
- Ask us to restrict or object to processing
- Withdraw consent for marketing at any time
- Request a copy of your data in a portable format
- Make a complaint to the Information Commissioner's Office (ICO)

To exercise these rights, contact:

Contact@worldsawakened.com

10. Marketing Communications

We will only send you marketing emails if you have **opted in**.

You can unsubscribe at any time via the link in our emails or by contacting us directly.

11. Cookies and Website Data

Our website may use cookies or similar technologies to support:

- Site functionality
- Booking systems
- Basic analytics

You can control cookies through your browser settings. A separate Cookie Policy may apply.

12. Changes to This Policy

We may update this Privacy Policy from time to time, particularly if our welfare, safety, or legal obligations change. The latest version will always be available on request or on our website.

13. Contact Us

For questions about this policy or how we handle your data, especially welfare or safety-related data, contact:

Worlds Awakened Ltd

Email: Contact@worldsawakened.com