

Privacy Policy

Last updated: 8 October 2026

Who we are

Bar Match Ltd is the controller of information used for enquiries, bookings, event delivery, our website and marketing. Company number: 14612946, registered in England and Wales. Registered office: 124 City Road, London, EC1V 2NX. Contact: info@barmatch.co.uk or +44 756 546 3453.

We follow the UK GDPR and Data Protection Act 2018, as amended. Additional local requirements may apply outside the UK. This notice explains our practices; accepting it is not a condition of booking.

What we collect

We receive information through our website, email, telephone, WhatsApp, social media and booking conversations, or from an organiser, agency or venue coordinating an event. This can include names, contact and billing details, event and home addresses, guest numbers, preferences, messages, payment records and feedback. Payment providers handle their own payment details; do not send us card details or unnecessary guest lists.

Website tools may collect IP addresses, device information, page activity and cookie choices. Our Cookie Policy and settings explain the technologies enabled. Where another organiser supplies your contact details, we provide this notice, normally at first contact and within the required timeframe.

Why we use it

- Enquiries and bookings with individuals: preparing or performing a contract at your request.
- Business, venue and supplier contacts: legitimate interests in arranging and delivering events.
- Accounting and tax records: legal obligations.
- Security, service complaints, incidents and legal claims: legitimate interests in safe operations and protecting our business and customers, or a specific legal duty where applicable.
- Optional direct marketing, featured promotional images and optional website tracking: consent. Limited incidental adult event images may use legitimate interests as explained below.

We assess legitimate interests against your rights and use only necessary information. Without essential contact, event or billing details, we may be unable to deliver your service. Optional consent is not required to book.

Allergies

Give requirements without identifying guests wherever possible; removing names alone may not prevent identification. For necessary routine records identifying someone's allergy or health condition, we obtain informed, explicit consent from that person or an appropriately authorised representative. Consent supports both the ordinary and special-category data requirements. Access is limited to relevant staff. Withdrawal may affect what we can safely provide. Incident or claim records require a separately identified lawful basis and special-category condition.

Marketing and photographs

Booking does not subscribe you to promotions. We send optional marketing by email, text or WhatsApp only after separate opt-in to that channel. You can unsubscribe at any time; necessary service messages are separate.

We may photograph bars, drinks, setups and event atmosphere for our website and social media, prioritising non-identifying images. Limited incidental adult background images may use legitimate interests only after an assessment of necessity, reasonable expectations and privacy impact, clear notice before photography and an easy way to object. This is not automatic permission for every event, particularly private homes or sensitive situations.

We obtain separate consent for featured individuals, guest close-ups, private or sensitive moments, or identifiable people in paid advertisements. Identifiable children need appropriate parent or guardian permission and safeguards.

BAR MATCH

An organiser's payment is not guest consent. Published images are publicly accessible and may be processed by the social platforms used.

Tell our team or email us to decline photography, withdraw image consent or object. We respect these requests, stop new promotional uses and remove affected images from channels we control. We cannot necessarily recover distributed print or independent copies. Private addresses and confidential event information are not published without an appropriate basis and permission.

Sharing and security

We share necessary details with assigned staff, venues, planners, delivery partners and suppliers. Business providers may include hosting, website support, email and storage, scheduling, accounting, payment and messaging services. Google and Meta services, where enabled, support analytics, advertising or content; optional tracking follows cookie choices. Providers may process for us or act as independent controllers.

We may share justified information with accountants, advisers, insurers, emergency services, authorities or regulators. We do not sell personal information. We use proportionate security, restricted access and appropriate provider agreements.

For restricted transfers outside the UK, we check the required safeguards: UK adequacy rules or appropriate UK transfer agreements/addenda, assessments and additional protections. Contact us for details or a copy of relevant safeguards, subject to necessary redactions.

Retention

- Unsuccessful enquiries: deleted once no longer needed to handle the enquiry, unless a complaint, claim or legal duty requires retention.
- Essential booking records: normally six years after completion; unnecessary guest details are removed sooner.
- Accounting records: at least six years after the relevant company financial year ends, longer where legally required.
- Identifiable allergy instructions: normally deleted within 30 days after the event; necessary incident evidence is kept separately.
- Marketing: while needed for permitted marketing and consent remains valid; minimal opt-out and consent evidence is retained where needed.
- Promotional images: only while relevant to promoting our current services and supported by a valid lawful basis. Images no longer needed are deleted or anonymised; withdrawal of consent or an objection may require earlier removal.
- Cookies and technical information: actual periods in cookie settings and provider configurations, reviewed for necessity.

Relevant disputes, claims or legal duties may require longer retention. Backups expire through their replacement cycles; deleted information is not restored for ordinary use.

Your rights and complaints

Depending on the circumstances, you can request access, correction, deletion, restriction or portability, object to legitimate-interest processing and direct marketing, and withdraw consent without affecting earlier lawful use. Legal conditions and exemptions may apply. We do not make solely automated decisions with legal or similarly significant effects about bookings; consented advertising may group audiences or personalise ads.

Contact info@barmatch.co.uk. Requests are normally free and answered within one month; we explain any lawful extension or clarification and may verify identity proportionately.

You can also raise a data protection complaint with us. We acknowledge it within 30 days, investigate without undue delay, keep you informed and explain the outcome. You may complain to the ICO at www.ico.org.uk/make-a-complaint/ or 0303 123 1113 without completing our process first.

We date policy updates and give further notice or obtain new consent for material changes where required.