

Wedding SuperCars Privacy Policy

March 2018

Our business model is based on providing a truly bespoke service to every single enquiry, so therefore it is imperative that we capture certain personal information about you and your specific guests to enable us to provide a unique and memorable experience for your big day.

As we develop a relationship with our clients and prospective clients, we need to assess their requirements for the day and whether we can provide a service that they had not yet considered. To do this, we need to understand the key decision makers for the wedding/event - who is likely to want to travel, where they are travelling from and to.

In order for us to do this, we need to capture the following data and information:

Name of guests who will be travelling in our cars

Names of guests who have a close relationship with those people travelling in our cars eg, parents of bride and groom, best man, bridesmaids and ushers etc. *Please remember, we are providing a service whereby we can ensure all guests are transported to their locations in style and comfort, so it is necessary to capture this.*

Date of wedding/event

Email address

Social media pages

Contact telephone numbers

Home address or pick up point

Destination addresses

Emergency contact information, in the event of an accident

All of the data is stored in our cloud database on Google Sheets, which are encrypted and password protected.

The data is kept for differing lengths of time depending on several different factors, such as whether we were successful in securing the business, whether we lost the business, whether we know whether we have secured or lost the business (some potential clients never respond to our original quotes) and if we have secured the business, we need to stay in contact after the wedding/event day to communicate on such subjects as:

Feedback and recommendations

Official photos

The data storage time lengths are as follows:

Business lost (clear communication from client) – one month after the wedding/event date

Business outcome uncertain (no response from client after quote issued) – one month after wedding/event date

Business secured (deposit received) – six months after the wedding/event date

We keep the data for the business lost or uncertain outcomes, as clients do change their minds, right up until the day itself, especially if their chosen supplier fails to deliver or lets them down prior to the wedding/event day itself.

We do not share personal data with other organisations.

Any communications are for direct business only, once we understand that there is a particular business opportunity (clients attend a wedding fayre, we receive a website communication, we receive an email, social media request or telephone call).

From time to time, we work with “trusted suppliers”, such as event venues and/or other suppliers. We will occasionally link their social media feeds to our Facebook and Instagram pages, if we deem the content to be acceptable. However, we are categorically not responsible for the content of their adverts.

As a client or potential client, if you wish to check the data that we hold on our cloud based database, then we can provide a copy of this information within seven working days after receiving an email request to book@weddingsupercars.co.uk.