Bolton Council

Privacy Notice for The Bolton Food and Drink Festival

July 2026

The Bolton Food and Drink Festival

Our core data protection obligations and commitments are set out in the council's **primary** privacy notice **at www.bolton.gov.uk**

This notice provides additional privacy information relating to Bolton Food and Drink Festival.

It explains how Bolton Council collects, uses and shares personal information before, during and after your interaction with the Festival. This includes information collected when purchasing tickets, attending events, participating in surveys, contacting us, subscribing to updates, and when photography or filming takes place at Festival events.

It is important that you read this notice together with any other privacy information we may provide on specific occasions when collecting or processing your personal information, so that you understand how and why we are using your information.

Purpose(s)

We collect and process personal information for the following purposes:

- To administer ticket sales and event bookings.
- To communicate with attendees about Festival events and activities.
- To manage and deliver Festival activities safely and effectively.
- To respond to enquiries, requests and feedback.
- To support the promotion of Bolton Food and Drink Festival and other Council-led events.
- To produce and publish photographs, videos and other promotional material relating to the Festival.
- To evaluate the success of the Festival and understand visitor experiences through surveys and feedback activities.
- To support Bolton Council's economic development, tourism, regeneration and cultural objectives.
- To maintain records of Council activities and events.
- To administer, maintain and improve the Festival website and understand how visitors use online services.

Categories of personal data

Depending on the service being provided, we may process:

Ticketing and Event Bookings

- Name
- Address
- Email address

- Telephone number
- Booking reference numbers
- Details of tickets purchased
- Payment confirmation information

Please note that payment card information is processed through our payment service providers and is not retained by Bolton Council.

Festival Communications and Enquiries
- Name
- Contact details
- Correspondence and enquiries submitted to the Council
- Preferences relating to services requested

Website Use and Cookies
When you visit the Bolton Food and Drink Festival website, certain information may be collected automatically, including:
- IP address;
- Browser type and version;
- Device information;
- Pages visited;
- Date and time of visits;
- Website usage information.

Cookies and similar technologies may be used to ensure the website functions correctly, improve user experience, analyse website traffic and support communication and promotional activities.

Further information about the cookies used by the Bolton Food and Drink Festival website and how to manage your preferences can be found in the Bolton Food and Drink Festival Cookie Notice.

Photography and Videography
- Photographic images
- Video recordings
- Audio recordings captured as part of event footage

Surveys and Feedback
- Survey responses
- Demographic information voluntarily provided
- Contact details where voluntarily supplied
- Opinions, views and feedback regarding Festival activities

All survey questions are optional unless otherwise stated.

Special Category Data
We do not routinely collect special category personal data. However, survey responses, event enquiries or correspondence may occasionally reveal information relating to:
- Health conditions or accessibility requirements

- Racial or ethnic origin
- Religious beliefs
- Other special category data voluntarily disclosed by individuals

Where special category data is processed, we will ensure that an appropriate condition under UK GDPR and the Data Protection Act 2018 applies.

Lawful basis for processing

Bolton Council processes personal information under the following lawful bases:

Article 6(1)(e) UK GDPR - Public Task
Processing is necessary for the performance of tasks carried out in the public interest and in the exercise of official authority vested in Bolton Council.
This includes:

- Organising and delivering the Festival
- Promoting tourism, culture and economic development within the borough
- Managing Festival activities and communications
- Conducting evaluation and research activities
- Recording and promoting Council-led events through photography and videography

Article 6(1)(b) UK GDPR - Contract
Processing is necessary for the performance of a contract where individuals purchase tickets or book places at Festival events.

Article 6(1)(a) UK GDPR - Consent
Where appropriate, consent may be sought for specific activities, such as optional marketing communications or targeted use of images where consent is considered necessary.

Special Category Data
As previously stated, we do not routinely collect special category personal data for the purposes of administering the Festival. However, in some circumstances we may process information relating to health, accessibility requirements, dietary requirements, religious beliefs or other special category data that is voluntarily provided to us.

Where special category data is processed, Bolton Council will ensure that an appropriate condition under Article 9 UK GDPR and Schedule 1 of the Data Protection Act 2018 applies.

Photography and Filming
Photography and filming may take place throughout Bolton Food and Drink Festival by Bolton Council employees and authorised photographers or videographers acting on behalf of the Council.

Images and recordings may be used by Bolton Council to:

- Promote Bolton Food and Drink Festival;
- Promote future Council events, services and activities;
- Support tourism, cultural engagement and economic development initiatives within the borough;
- Publish information on Council websites and social media channels;
- Produce printed and electronic promotional materials;
- Support media and publicity activities; and
- Document and maintain records of Council activities and events.

Photography and filming will generally take place in public settings. Where appropriate, signage and other communications will be used to inform attendees that photography and filming are taking place.

If you do not wish to be photographed or filmed, please speak to a member of the Festival team or the photographer at the event. We will make reasonable efforts to accommodate requests where practicable. However, this may not always be possible where photography or filming captures wider scenes, crowds or public event activities.

Further information about how Bolton Council collects, uses, shares and retains photographs and video recordings can be found in the Council's Photography and Videography Privacy Notice.

Information sharing/recipients

We may obtain, use and share personal information where necessary with:

- Festival event organisers and contractors acting on behalf of Bolton Council.
- Ticketing, booking and payment service providers.
- Professional photographers and videographers acting on behalf of the Council.
- Software providers supporting Festival administration and communications.
- Survey providers, including Snap Surveys.
- GC Insight (part of The Growth Company Group), acting as a data processor on behalf of Bolton Council for the purpose of analysing survey responses, evaluating Festival outcomes and producing anonymised reporting.
- Regulatory bodies, law enforcement agencies and other public authorities where we are required or permitted to do so by law.

We will only use or share the minimum amount of information necessary for the relevant purpose and we will not sell your personal information to third parties.

Where survey findings are reported or published, results will be presented in an aggregated or anonymised format. Individuals will not be identified unless they have specifically agreed to this.

Automated Decisions

Bolton Council does not use automated decision-making or profiling in relation to Bolton Food and Drink Festival activities.

Data retention/criteria

Personal information will be retained in accordance with Bolton Council's Records Retention and Disposal Schedule. Retention periods are determined by the type of information being processed, the purpose for which it was collected, and any legal, regulatory, financial or operational requirements.

When information is no longer required it will be:

- Securely deleted;
- Securely destroyed; or
- Archived where there is a lawful basis to do so.

Retention periods are reviewed periodically to ensure information is not kept for longer than necessary.

Rights of individuals

You have certain rights in relation to the council's use of your personal information.

To find out more about how these rights apply in particular circumstances, please refer to our Guide to exercising your rights which includes information about how to:

- exercise your rights
- contact our Data Protection Officer
- raise a concern with us
- make a complaint to the Information Commissioners Office (ICO)

If you wish to exercise your rights or to raise a concern about the handling of your personal information by the council, please contact the Council's Data Protection Officer.

You also have the right to complain to the Information Commissioner's Office if you are unhappy about how we process your information. The ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF or by telephone: 0303 123 1113

Updates to Privacy Notice

We may update this Privacy Notice from time to time to reflect changes in legislation, guidance, operational practices or the services we provide.
If you are viewing a printed copy of this notice, please refer to the Council's website for the most up-to-date version.