

ENTRYMASTER PRIVACY POLICY

Last Updated: 18/02/2026

1. Who We Are

Entrymaster Limited
1 Mill Lane, Holmes Chapel, Crewe, Cheshire, CW4 8AT
Email: support@entrymaster.co.uk

Entrymaster provides a software platform that enables event organisers to manage entries, memberships, ticketing integrations and related event administration.

Entrymaster provides the platform only.
Event organisers are responsible for running their events.

2. Who Controls Your Data?

When you use Entrymaster, there are usually two independent data controllers:

The Event Organiser controls data relating to:

- Running their event
- Entry rules and eligibility
- Refund decisions
- Event communications
- Membership administration
- On-site access control and safety
- Marketing relating to their events

Entrymaster controls data relating to:

- Your Entrymaster account
- Platform operation and security
- Pre-population of entry forms
- System-generated confirmations
- Service fee processing
- Fraud prevention
- Platform analytics
- Promotional content included in system emails
- Marketing sent by Entrymaster (where consented)

Each organiser acts as an independent data controller for its event and marketing activities.

3. Your Entrymaster Account

When you create an Entrymaster account:

- Your profile details are stored securely.
- Your information can be reused for future events using Entrymaster.
- You can update your profile and preferences at any time.

Your information is only shared with an organiser when you:

- Submit an entry
- Purchase a ticket
- Register as a member
- Otherwise interact with that organiser's event

Lawful basis: performance of contract.

4. What Data We Collect

Depending on your involvement, we may process:

Personal Information

- Name
- Address
- Email address
- Telephone number
- Date of birth (where required)
- Emergency contact details

Event and Eligibility Information

- Class entries
- Membership numbers
- Animal registration details
- Competition history

Ticketing and Access Data

- Ticket type
- QR codes
- Accreditation details
- Vehicle registration numbers
- Attendance scan records

This data may be used for financial reconciliation, visitor reporting and site safety compliance.

Trader and Exhibitor Information (where required by organiser)

- Business details
- Insurance certificates
- Food hygiene certificates
- Risk assessments

Entrymaster provides the submission platform. The organiser determines compliance requirements.

5. Payment Information

Payments may be processed by:

- The organiser
- Entrymaster (where agreed in writing)
- Stripe
- Opayo
- Tyl
- Integrated ticketing providers

Merchant of record may vary depending on event configuration.

Entrymaster does not store full card details.

Where Entrymaster processes payments, service fees, processor fees and chargebacks may be deducted prior to remittance to the organiser.

6. Why We Process Your Data

Event Administration

To enable organisers to run their events.
Lawful basis: performance of contract.

Payment Processing

To process transactions and apply service charges where applicable.
Service charges may vary and are communicated in advance.
Lawful basis: performance of contract and legitimate interests.

Eligibility Verification

Where required by an organiser, we may facilitate verification with governing bodies or registries.

Lawful basis: performance of contract and legitimate interests.

Timing, Scoring and Event Services

Data may be shared with specialist providers to enable accurate event operation.

Ticketing and Access Control

To provide QR code ticketing, scanning and attendance reporting.

Platform Security and Fraud Prevention

To protect the integrity of the platform.

Lawful basis: legitimate interests.

7. Marketing Preferences

You may choose to receive promotional communications from:

- Entrymaster
- Event organisers

You can update your marketing preferences at any time within your account profile.

Marketing by Event Organisers

Where you consent to receive marketing from an event organiser:

- That organiser may export and use your contact details for marketing relating to its events.
- The organiser acts as an independent data controller for its marketing activities, including communications sent outside the Entrymaster platform.
- Entrymaster is not responsible for marketing communications sent by organisers.

You may unsubscribe from marketing communications at any time.

Entrymaster does not sell personal data.

8. Sharing Your Data

We may share data with:

- Event organisers
- Payment processors
- Ticketing providers
- Timing and scoring providers
- IT hosting providers
- Regulatory authorities where required

Third-party providers operate under their own privacy policies.

9. Data Security

We implement reasonable technical and organisational measures to protect personal data.

If a personal data breach affecting the platform occurs and notification is legally required, we will notify affected organisers without undue delay.

10. Data Retention

We retain personal data only for as long as necessary for the purposes for which it was collected, including to:

- Administer events
- Provide and secure the platform
- Comply with legal and regulatory obligations
- Meet tax and accounting requirements
- Resolve disputes and enforce agreements
- Prevent fraud and protect platform integrity

Organiser Data

Event-related data is controlled by the relevant organiser. Organisers determine how long they retain event data in accordance with their own legal obligations.

Where an organiser's contract with Entrymaster ends:

- Organiser access to the platform will be disabled.
- The organiser may export its data within 30 days.
- Following this period, Entrymaster may delete organiser data, except where retention is required for legal, regulatory, fraud prevention or accounting purposes.

Platform and Account Data

Entrymaster may retain limited account, transaction and security records for up to six years (or longer where required by law) to:

- Comply with legal limitation periods
- Meet tax and accounting obligations
- Defend legal claims
- Investigate fraud or misuse

Where data is no longer required, it will be securely deleted or anonymised.

11. Your Rights

You have the right to:

- Access your personal data
- Correct inaccuracies
- Request deletion (where legally possible)
- Restrict processing
- Object to certain processing
- Request data portability

Requests relating to event administration may need to be directed to the organiser.

12. Contact Us

Email: support@entrymaster.co.uk

Address: 1 Mill Lane, Holmes Chapel, Crewe, Cheshire, CW4 8AT

You may also contact the Information Commissioner's Office.