



THE  
CYBER  
ESCAPE  
ROOM  
CO.

# PRIVACY POLICY.

WE GUARD YOUR DATA LIKE IT'S  
OUR LAST SLICE OF PIZZA.

[CYBERESCAPEROOM.CO](https://www.cyberescaperoom.co) | [INFO@CYBERESCAPEROOM.CO](mailto:info@cyberescaperoom.co)

**Registered Name:** Capture the Talent Ltd.

This privacy notice tells you what to expect us to do with your personal information.

- [Contact details](#)
- [What information we collect, use, and why](#)
- [Lawful bases and data protection rights](#)
- [Where we get personal information from](#)
- [How long we keep information](#)
- [Who we share information with](#)
- [How to complain](#)

## 1. Contact Details

Post: Capture the Talent Ltd, Regina House, 124 Finchley Road, London, NW3 5JS, England

Email: [info@cyberescaperoom.co](mailto:info@cyberescaperoom.co)

## 2. What information we collect, use, and why

We collect or use the following information to **provide and improve products and services for clients:**

- Names and contact details
- Addresses
- Occupation
- Payment details (including card or bank information for transfers and direct debits)
- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Website user information

We collect or use the following personal information for the **operation of client or customer accounts:**

- Names and contact details
- Addresses
- Purchase or service history
- Account information, including registration details
- Marketing preferences

We collect or use the following personal information for **information updates or marketing purposes:**

- Names and contact details
- Marketing preferences
- Purchase or account history
- Website and app user journey information

We collect or use the following personal information for **dealing with queries, complaints or claims:**

- Names and contact details
- Payment details
- Purchase or service history

### 3. Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

### 4. Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide and improve products and services for clients** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
  - Service Enhancement: Understanding Client Needs  
By analysing client feedback and usage patterns, we can identify what aspects of our services are most valuable and what areas may need improvement.
  - Service Enhancement: Personalisation  
Tailoring your services to better fit the specific needs of different clients or market segments enhances client satisfaction and engagement.
  - Product Development: Innovating New Offerings  
Client data can reveal unmet needs or emerging trends, guiding the development of new services or features.
  - Product Development: Testing and Validation  
Using client feedback to test the viability of new concepts before a full-scale launch reduces the risk of product failure.
  - Quality Assurance: Identifying Issues  
Monitoring client interactions can help detect bugs, errors, or issues with equipment and services promptly.
  - Quality Assurance: Continuous Improvement  
Ongoing analysis allows for iterative enhancements, ensuring that your services remain competitive and effective.
  - Business Efficiency: Resource Allocation  
Understanding which services are most used helps in allocating resources more efficiently.
  - Business Efficiency: Cost Reduction  
Identifying less effective areas allows us to streamline operations and reduce unnecessary expenses.
  - Marketing Insights: Targeted Marketing  
Understanding client preferences enables more effective and relevant marketing campaigns.
  - Marketing Insights: Market Segmentation  
Data helps in segmenting the market to tailor strategies for different client groups.

Our lawful bases for collecting or using personal information for the **operation of client or customer accounts** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your

data protection rights may apply, except the right to portability. Our legitimate interests are:

- Customer Relationship Management): Strengthening Client Relationships  
Personalised communication and services based on client data foster stronger relationships.
- CRM: Retention Strategies  
Analysing client satisfaction and engagement helps in developing strategies to retain clients.
  
- Account Management  
Managing client accounts effectively to ensure seamless service delivery.
- Record-Keeping  
Maintaining accurate records for administrative purposes.

Our lawful bases for collecting or using personal information for **information updates or marketing purposes** are:

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
  - Marketing to Existing Clients: Sending marketing and promotional materials about similar services that may interest them. Ensuring clients can opt out of marketing communications at any time.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Where we get personal information from

- Directly from you
- Publicly available sources
- Suppliers and service providers

## 5. How long we keep information

**Retention Period:** We retain your personal data only as long as necessary to fulfill the purposes outlined in this Privacy Policy and to comply with legal obligations.

**Criteria for Retention:** Retention periods are determined based on the type of data and the purpose for which it is collected.

## 6. Who we share information with

We have a joint controller relationship with ITB Ltd.. We process your personal information with that joint controller for the following reason: To provide and improve products and services for clients.

#### **7. Others we share personal information with**

- Suppliers and service providers

#### **8. How to complain**

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated

29 September 2024