



2025 EE BAFTA Film Awards Red Carpet Viewing Areas Privacy Policy

Last Updated: 2025-01-17

1. Introduction

ApplauseStore®, along with BAFTA have always believed in being open about what data we collect from members of the public and what we do with it. The UK GDPR sets out comprehensive requirements for handling personal data. This includes a number of things we must tell you of when we collect data from you. We have provided all the information you need as simply and clearly as possible through this Privacy Policy using a question-and-answer format.

2. What data will be collected about me and why?

Your Name, address, Identity Documentation, and Other Contact Details.

We collect your name, address, copies of identity documents, and other contact details for the legitimate interests of:

- Vetting applicants to run the event safely. Our vetting service will remove the names of applicants who they consider to represent a risk to the safety of the event.
- Managing the application process, including sending invitations to successful applicants.
- Running the event, including giving your name and phone number to the security team on-site, who may need to contact you on the day.

The data we collect are:

- Your name
- Your address
- Your email address
- Your phone number
- Identity documentation

2.2. Details of Your Access Requirements

If you are applying for a place within our Accessible Viewing Area, we will process one or more of the following on the event day to comply with our legal obligations around equality and, where there is no such legal obligation, for the legitimate interest of helping to meet access needs.

Wheelchair and Special Access fan pens are operated on a first-come, first-served basis and will close once all of our space has been allocated. Special access does not guarantee your entrance. |

- Blue Badge
- National Disability Card
- Front page of DLA letter (no specific rate required)
- Front page of PIP letter (no specific rate required)
- Front page of Attendance Allowance letter (no specific rate required)
- Evidence that registered severely sight impaired (blind)
- Recognised Assistance Dog ID card
- War Disablement Pension
- CredAbility Access Card (+1 requirement stated)

2.3. Your Interaction with BAFTA

We may make a record of discussions we have with you by email and/or over the phone, for our legitimate interest of providing a consistent and efficient service if you contact us again.

3. Who is responsible for my data?

Any data collected about you on any of the ApplauseStore® and BAFTA websites will be kept under ApplauseStore® and BAFTA's control. BAFTA is registered charity (No. 216726) and can be contacted using the following details:
Postal: The Data Controller BAFTA 195 Piccadilly W1J 9LN
Email: datacontroller@bafta.org

4. How long will you keep my data for?

If you are successful in your application, the data listed in sections 2.1 and 2.2 above will be retained for our records for twelve months. If you are unsuccessful in the ballot, then your data will be deleted from our system within 30 days.

5. Where will my data be stored?

To apply for tickets, you must apply through the website operated by ApplauseStore Productions Limited. For more information, please see ApplauseStore's website and Privacy Policy.

ApplauseStore® will transfer the data of randomly selected applicants to BAFTA. BAFTA will store these data in the EU. To help us run the event safely, and to minimise security risks, BAFTA transfers the list of randomly-selected applicants to a vetting provider, which removes from the list people the vetting provider considers to represent a risk to the safety of the event.

The vetting provider is the National Accreditation Team, run through Greater Manchester Police, in the UK. BAFTA does not receive the reason why any individual person is removed from the list.

We may choose to use other service providers in future, if we do they will be bound by the same strict rules which guarantee that the same safeguards are in place and your rights remain the same. If we change our service providers, then we will update the details on this page so you can always return to this page to see where your data is being stored.

6. Who will have access to my data?

ApplauseStore®, which runs the application process.
Staff within BAFTA whose duties require it will have access to your data.
Staff within the National Accreditation Team of Greater Manchester Police.

7. Will you give my data to anyone else?

We pass each successful applicant's name and phone number to our security team onsite to manage the safe handling of applicants as they are guided into viewing areas.

We will also pass your details to law enforcement agencies if we are required to do so by law, or if we consider it necessary to prevent or detect crime.

We will not pass on or sell your details to anyone else.

8. What rights does the UK GDPR give me?

Here is a quick summary of the main provisions of the UK GDPR which are relevant to the type of data we hold about you:

- Access: You have the right to view the data we hold about you and to receive copies of this data in digital format.
- Accuracy/Rectification: If any of the data we hold about you is incorrect or incomplete then you can provide the correct or complete data and we must update the data we hold.
- Erasure: You can request that we erase all the data we hold about you, but this is only available in some situations.
- Object: You have the right to object to our processing of your personal data in some circumstances. This is not an absolute right, and our, and others', interests may override your objection.
- Restriction of processing: In some cases, you can ask us to retain your data but not do anything with it.

9. How do I exercise my UK GDPR rights?

If you want to exercise any of your rights in relation to data BAFTA holds about you then please email: membership@bafta.org or write to the Data Controller at the address given above (see “Who is responsible for my data?”).

Please provide details in your email/letter of what actions you would like us to take. Depending on the nature of the request and whether or not your request comes from the email address we have on file for you, we may need to verify your identity so that we don't give out information to the wrong person, or delete the wrong person's information. In most cases, it helps if you are able to provide a contact phone number so that we can validate your identity and discuss the request with you.

10. What if I have a complaint?

If you are concerned about how we manage your data, or how we have handled a request to exercise your rights, then please get in touch with us to discuss it. To do this please send an email detailing your concerns to: datacontroller@bafta.org.

If you are still not satisfied with the response you can take your concern to the Information Commissioner's Office. For details on how to do this please refer to the ICO website: <https://ico.org.uk/>