

Privacy Policy

Last Updated: 15 May, 2026

Version: 1.0

1. Introduction and Identity of the Controller

ELLA Legal Conference (hereinafter referred to as “we,” “us,” or “our”), with its registered address at 1 Lady Hale Gate, London, WC1X 8BS, is the data controller responsible for your personal data.

This Privacy Policy explains how we collect, use, disclose, retain, and protect your personal data, and sets out your rights under the UK General Data Protection Regulation (“UK GDPR”) as retained in UK law by the Data Protection Act 2018, which mirrors Regulation (EU) 2016/679 (the “EU GDPR”). Where we refer to “GDPR” in this Policy, this includes both the UK GDPR and, where applicable, the EU GDPR.

2. Controller Contact Details

For any questions, requests, or complaints regarding this Privacy Policy or the processing of your personal data, please contact us at:

- **Name/Department:** Ella Privacy Team
- **Email:** info@ellaconference.com
- **Postal Address:** 1 Lady Hale Gate, London, WC1X 8BS
- **Website:** www.ellaconference.com

3. Scope of This Privacy Policy

This Privacy Policy applies to all personal data we process in connection with:

- Your use of our website(s), applications, and online services (collectively, the “Services”);
- Your relationship with us as a customer, prospective customer, supplier, partner, or volunteer; and/or
- Any other interaction you may have with us.

This policy applies regardless of the means by which personal data is collected (e.g., online, in person, by telephone, or by correspondence).



4. The Personal Data We Collect and the Purposes and Legal Bases for Processing

In accordance with Articles 13 and 14 GDPR, we set out below the categories of personal data we process, the purposes of processing, and the applicable legal basis under Article 6 GDPR (and Article 9 GDPR where relevant).

4.1 Personal Data Collected Directly From You

Category of Personal Data	Examples	Purpose of Processing	Legal Basis
Contact and Registration Details	First name, last name, preferred pronouns, email address, country of residence	Conference registration; event administration; appropriate addressing of attendees; communication regarding the conference; sending confirmation and event information; logistics planning	Performance of a contract (Art. 6(1)(b) GDPR); Legitimate interests (Art. 6(1)(f) GDPR)
Financial and Transaction Data	Payment card details, billing address, transaction history	Processing payments; fraud prevention; financial record-keeping	Performance of a contract (Art. 6(1)(b)); Legal obligation (Art. 6(1)(c))
Usage Data	Information about how you use our Services and Website, pages visited, features accessed	Analytics; product improvement; troubleshooting	Legitimate interests (Art. 6(1)(f))
Marketing and Communications Data	Preferences in receiving marketing; communication preferences	Sending marketing communications; managing opt-out requests	Consent (Art. 6(1)(a)); Legitimate interests (Art. 6(1)(f))



Category of Personal Data	Examples	Purpose of Processing	Legal Basis
Support Data	Records of your communications and requests to our support team	Providing customer support; improving our Services	Performance of a contract (Art. 6(1)(b)); Legitimate interests (Art. 6(1)(f))

4.2 Personal Data Obtained From Third Parties

Where we receive personal data from third-party sources (in accordance with Article 14 GDPR), those sources may include:

- Publicly available sources such as Companies House, public registers, or social media platforms; and
- Business partners and referral partners who have collected your data in accordance with their own privacy policies;

When we obtain your personal data from third-party sources, we will provide you with the information required under Article 14 GDPR within a reasonable period (at the latest within one month of obtaining your data), unless providing such information proves impossible or would involve disproportionate effort.

4.3 Special Categories of Personal Data

We do not ordinarily process special categories of personal data as defined in Article 9(1) GDPR. While preferred pronouns are collected as part of our registration process, we do not treat them as special category data, as pronouns do not in themselves clearly reveal information about any Article 9 category. They are processed as ordinary personal data in accordance with the data minimisation and purpose limitation principles, and are used solely to address attendees appropriately. Should it become necessary to process special category data in any other context, we will inform you and identify the appropriate condition under Article 9(2) GDPR at that time.

4.4 Automated Decision-Making and Profiling

We do not carry out automated decision-making, including profiling, that produces legal or similarly significant effects on you.

5. Principles Governing Our Processing (Article 5 GDPR)

We are committed to processing your personal data in accordance with the following principles:

- **Lawfulness, fairness and transparency:** We process personal data on a valid legal basis, in a manner that is fair and transparent to you.



- **Purpose limitation:** We collect personal data for specified, explicit, and legitimate purposes, and do not process it in a manner incompatible with those purposes.
- **Data minimization:** We only collect and process personal data that is adequate, relevant, and limited to what is necessary in relation to the purposes for which it is processed.
- **Accuracy:** We take reasonable steps to ensure personal data is accurate and, where necessary, kept up to date.
- **Storage limitation:** We retain personal data only for as long as necessary for the purposes for which it is processed (see Section 8 below).
- **Integrity and confidentiality:** We process personal data in a manner that ensures appropriate security, including protection against unauthorized or unlawful processing and against accidental loss, destruction, or damage.
- **Accountability:** We take responsibility for compliance with the above principles and maintain appropriate documentation to demonstrate such compliance.

6. Disclosure of Your Personal Data

We may share your personal data with the following categories of recipients:

6.1 Service Providers and Processors

We engage third-party service providers (acting as data processors on our behalf) to support the delivery of our Services. These include:

- IT infrastructure and cloud hosting providers
- Payment processors
- Customer relationship management (CRM) providers
- Email and marketing platforms
- Analytics providers
- Security and fraud prevention providers

All such processors are required to process your personal data only on our documented instructions and to maintain appropriate security measures, in accordance with Article 28 GDPR.

6.2 Legal and Regulatory Disclosure

We may disclose your personal data to courts, regulators, law enforcement agencies, or other public authorities where required or permitted by law, including to comply with a legal obligation under Article 6(1)(c) GDPR.

6.3 Other Disclosures

We may share personal data with professional advisors (such as lawyers, auditors, and insurers) where necessary for the protection or exercise of legal claims, or for the purpose of obtaining professional advice. We do not sell your personal data to third parties.



7. International Transfers of Personal Data

Where we transfer your personal data outside the United Kingdom (UK) or the European Economic Area (EEA), we ensure that such transfers are subject to appropriate safeguards in accordance with Chapter V UK GDPR / EU GDPR, which may include:

- An **adequacy decision** by the European Commission confirming that the destination country provides an equivalent level of protection (Article 45 GDPR); or
- **Standard Contractual Clauses (SCCs)** as approved by the European Commission (Article 46(2)(c) GDPR);

Copies of applicable transfer mechanisms can be obtained by contacting us using the details in Section 2.

8. Retention of Personal Data

We retain your personal data only for as long as is necessary to fulfil the purposes for which it was collected, including to satisfy any applicable legal, accounting, or reporting requirements.

The key criteria we use to determine retention periods include:

- The nature and sensitivity of the personal data;
- The potential risk of harm from unauthorized use or disclosure;
- The purposes for which we process the data and whether those purposes can be achieved by other means;
- Applicable legal or regulatory requirements;
- Our legitimate business interests.

The following indicative retention periods apply:

Category of Data	Retention Period	Rationale
Account and Identity Data	1 year after account closure	Contractual obligations; legal claims
Transaction and Financial Data	7 years from date of transaction	Legal/tax/accounting obligations
Marketing and Communications Data	Until consent is withdrawn or 2 years from last interaction	Consent-based; legitimate interests
Technical and Usage Data	2 months from collection	Analytics and security purposes



Category of Data	Retention Period	Rationale
Support and Correspondence Data	1 year from resolution	Legal claims; quality assurance

Where personal data is no longer required, it will be securely deleted or anonymized in accordance with our data retention and disposal procedures.

9. Your Rights as a Data Subject

In accordance with Articles 15 – 22 GDPR, you have the following rights in relation to your personal data:

9.1 Right of Access (Article 15 GDPR)

You have the right to obtain confirmation as to whether we process personal data concerning you and, if so, to receive a copy of that data together with supplementary information about how we process it.

9.2 Right to Rectification (Article 16 GDPR)

You have the right to obtain, without undue delay, the rectification of inaccurate personal data concerning you. You also have the right to have incomplete personal data completed.

9.3 Right to Erasure / "Right to Be Forgotten" (Article 17 GDPR)

You have the right to obtain the erasure of your personal data without undue delay where one of the grounds set out in Article 17(1) GDPR applies (e.g., the data is no longer necessary for the purposes for which it was collected, or you withdraw consent on which processing was based). This right is subject to exceptions under Article 17(3) GDPR.

9.4 Right to Restriction of Processing (Article 18 GDPR)

You have the right to obtain restriction of processing in certain circumstances, including where you contest the accuracy of the data or object to processing, pending verification or a decision.

9.5 Right to Data Portability (Article 20 GDPR)

Where processing is based on your consent or on the performance of a contract, and is carried out by automated means, you have the right to receive the personal data you have provided to us in a structured, commonly used, and machine-readable format, and to transmit that data to another controller.

9.6 Right to Object (Article 21 GDPR)

You have the right to object at any time to the processing of your personal data where such processing is based on legitimate interests (Article 6(1)(f) GDPR) or for the purposes of direct marketing (including profiling). Where you object to direct marketing, we will cease processing without delay.



9.7 Right Not to Be Subject to Automated Decision-Making (Article 22 GDPR)

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal or similarly significant effects concerning you, except as permitted under Article 22(2) GDPR.

9.8 Right to Withdraw Consent (Article 7(3) GDPR)

Where processing is based on your consent, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

9.9 How to Exercise Your Rights

To exercise any of the above rights, please submit a request to us using the contact details in Section 2. We will respond to your request within one month of receipt. Where requests are complex or numerous, we may extend this period by a further two months, in which case we will notify you within one month of receipt of the request and explain the reasons for the delay, in accordance with Article 12 GDPR.

We will not charge a fee for handling your request unless the request is manifestly unfounded or excessive, in which case we may charge a reasonable fee or refuse to act on the request.

We may need to verify your identity before processing your request.

9.10 Right to Lodge a Complaint

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the country of your habitual residence, place of work, or place of the alleged infringement, if you consider that the processing of your personal data infringes the UK GDPR or EU GDPR (as applicable).

The lead supervisory authority for ELLA Legal Conference is:

Information Commissioner's Office (ICO)

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

<https://ico.org.uk>

If you are based in an EU member state, you may also contact your local EU supervisory authority. A list of EU supervisory authorities can be found at: https://edpb.europa.eu/about-edpb/board/members_en.

10. Security of Personal Data

We have implemented appropriate technical and organizational measures to ensure a level of security appropriate to the risk of processing, in accordance with Article 32 GDPR. These measures include:

- Encryption of personal data in transit and at rest;



- Pseudonymization of personal data where appropriate;
- Access controls and role-based authorization;
- Regular testing, assessment, and evaluation of the effectiveness of our security measures;
- Staff training and awareness programs;
- Incident response procedures.

In the event of a personal data breach that is likely to result in a risk to your rights and freedoms, we will notify you without undue delay in accordance with Article 34 GDPR, where required.

11. Cookies and Similar Technologies

We use cookies and similar tracking technologies on our Website. Information about the cookies we use, the purposes for which they are used, and the applicable retention periods can be found in our cookie banner and preference centre, which is available when you visit our Website.

Through the cookie banner, you can choose to accept all cookies, reject non-essential cookies, or manage your preferences on a granular basis by selecting specific categories of cookies. You may also withdraw or modify your consent preferences at any time through the cookie settings available on our website.

12. Children's Privacy

Our Services are directed at legal professionals and are not directed at children under the age of 18. We do not knowingly collect personal data from children under this age. If you believe we have inadvertently collected personal data from a child, please contact us immediately using the details in Section 2 so that we can take appropriate steps.

13. Links to Third-Party Websites

Our Services may contain links to third-party websites, plug-ins, and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control those third-party websites and are not responsible for their privacy policies. We encourage you to review the privacy policy of every website you visit.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or other factors. Where we make material changes, we will notify you in advance by email or prominent notice on www.ellaconference.com and, where required by law, seek your consent. The date of the latest update will always be reflected at the top of this Policy.



We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your personal data.

15. Governing Law

This Privacy Policy is governed by and construed in accordance with the laws of England and Wales, including the UK GDPR and the Data Protection Act 2018.