

Showcase Cinemas UK Privacy Notice

Last updated 2 October, 2026.

Privacy at a glance

We use your information to sell you tickets and food, run Showcase Insider, keep our cinemas safe and, where you agree, tell you about films and offers.

Key point	Summary
Who we are	Harbor Lights Entertainment (UK) Limited, trading as Showcase Cinemas UK, is the controller.
What we collect	Contact and booking details, payment confirmations, Insider activity, private hire details, website and app usage, CCTV images, and accessibility or allergy information where you give it to us.
Why	To provide our services, meet legal obligations, run and improve our business, and send marketing where permitted.
Marketing	You can opt out at any time using the unsubscribe link, your Insider account, or by contacting us.
Cookies	Non-essential cookies are only set with your consent. You can change your choices at any time.
Your rights	You can access, correct, delete or move your data, and object to or restrict how we use it.
Complaints	You can complain to us directly, and to the Information Commissioner's Office (ICO).
Contact	ukcs@harborlightsent.com

1. Who we are and scope of this notice

1.1 Harbor Lights Entertainment (UK) Limited ("Showcase", "we", "us", "our") is the controller of your personal information. We are registered in England and Wales under company number 02141131. Our registered office is Redfield Way, Lenton, Nottingham, NG7 2UW. We are registered with the ICO under registration number ZB505146.

1.2 This notice explains how we collect and use personal information about customers and visitors when you:

- use our website www.showcasecinemas.co.uk or the Showcase Cinemas app (Android & iOS);
- book tickets, food and drink, or events online, by phone or at our cinemas;
- join or use Showcase Insider;
- visit any of our cinemas, including our car parks and guest Wi-Fi, or hire our screens and spaces for private or corporate events;
- enter competitions or take part in promotions;
- contact us or give us feedback; and
- interact with us on social media.

1.3 It does not cover any third-party websites accessible on, or linked from, our site, which have their own privacy notices.

1.4 If you have any questions regarding this policy, you can contact us at ukcs@harborlightsent.com or by post at the address above, marked "Data Protection".

2. Information we collect

2.1 We collect the following categories of personal information.

Category	Examples	Source
Identity and contact	Name, email address, phone number, postcode, date of birth.	You
Booking and transaction	Tickets, seats, cinema, showtime, food and drink orders, booking references, refunds	You, our booking systems
Payment	Card type, first six and last four digits, payment confirmation. Full card details are handled by our payment provider and are not stored by us.	You, our payment provider
Showcase Insider	Membership tier, points, transaction history, preferences, rewards earned and redeemed	You, our systems
Private hire and events	Organiser details, organisation and role, event details, invoicing information, guest lists	You, your organisation
Accessibility and allergies	CEA Card number, carer ticket eligibility, wheelchair or access requirements, food allergies for event bookings	You (see section 4)
Marketing preferences	Your consents and opt-outs, email opens and clicks	You, our email platform
Technical and usage	IP address, device and browser type, app and website usage, cookie identifiers, approximate location	Your device, cookies (see section 7)
Communications	Emails, calls, chat, social media messages, complaints and feedback	You, SMG
CCTV	Images of you in and around our cinemas	Our CCTV systems (see section 8)
Age verification	Confirmation that you meet a film's age rating (e.g., QR code scanning via applications such as Yoti, or personal IDs)	You, our staff
Partner information	Eligibility for partner offers such as Meerkat Movies or promotional codes	Our partners

2.2 Where we need information to take your booking or provide a service, we will tell you at the point of collection. Where such information is required to enable us to fulfil our contract with you, if you do not provide such information, we will not be able to complete the booking or provide the service. Other information is optional.

2.3 **Private hire and corporate events.** If you enquire about or book a private hire or corporate event, we collect the organiser's name, contact details, organisation and role, event details, invoicing and payment information, and any guest lists, dietary or access requirements you give us. If you give us information about your guests, please make sure they know you are sharing it with us.

2.4 **Guest Wi-Fi.** Our guest Wi-Fi does require registration. Guests are required to provide their e-mail address, full name and confirm that they are over the age of 13.

3. How we use your information and our lawful bases

3.1 We only use your personal information where the law allows. Each purpose and its lawful basis under the UK GDPR are set out below.

Data Field	Purpose	Lawful basis
Identity and contact; Booking and transaction; Payment; Partner information	Processing bookings, payments, refunds and exchanges	Contract
Identity and contact; Booking and transaction	Sending booking confirmations and service messages, such as cancellations or changes to a screening	Contract
Identity and contact; Showcase Insider	Running Showcase Insider, including points and rewards	Contract

Identity and contact; Private hire and events; Payment	Arranging and delivering private hire and corporate events	Contract, or legitimate interests (to run a successful business and provide you with a tailored and efficient service).
Identity and contact; Accessibility and allergies	Providing accessibility support and carer tickets	Contract, and explicit consent for health information (see section 4)
Identity and contact; Age verification	Checking age ratings for films	Legal obligation (licensing conditions)
Identity and contact; Communications	Handling enquiries, feedback and complaints	Legitimate interests (providing good customer service) and legal obligation for data protection complaints
Identity and contact; Marketing preferences; Booking and transaction	Sending marketing emails, texts and app push notifications about our own films and offers	Consent, or legitimate interests where you are an existing customer and have not opted out (see section 5)
Identity and contact; Booking and transaction; Technical and usage	Personalising offers and content based on your viewing history	Legitimate interests (relevant offers), or consent where required for cookies
Identity and contact; Communications	Running competitions and promotions	Contract (the competition terms)
Technical and usage	Website and app analytics and improvement	Legitimate interests, and consent for non-essential cookies (see section 7)
CCTV	Keeping our cinemas, staff and customers safe, including CCTV	Legitimate interests (safety, security, crime prevention)
Identity and contact; Booking and transaction; Payment; Technical and usage	Preventing and detecting fraud and misuse	Legal obligation, or statutory legitimate interests (crime, public security)
Identity and contact; CCTV; Booking and transaction	Responding to requests from the police and other authorities	Legal obligation, or statutory legitimate interests (crime, public security)
Identity and contact; Booking and transaction; Payment	Meeting accounting, tax and regulatory requirements	Legal obligation
Identity and contact; Booking and transaction; Communications	Establishing, exercising or defending legal claims	Legal obligation
Technical and usage	To identify and notify you of the nearest Showcase cinema to your location	Legitimate interests (providing you with a tailored and efficient service)
Identity and contact	Sharing your details with partners for their own marketing	Consent
Identity and contact; Communications	Running customer surveys and gathering feedback	Legitimate interests (improving our services)

All categories	Business reorganisation or sale (see section 12)	Legitimate interests (evaluating, negotiating or completing a potential transaction involving the business)
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3.2 Where we rely on legitimate interests, we have balanced our interests against your rights and freedoms.

3.3 Private hire and corporate events. We use organiser details to respond to enquiries, provide quotes, agree terms, invoice and deliver your event. Our lawful basis is contract, or legitimate interests (to run a successful business and provide you with a tailored and efficient service). We use guest information only to run the event. We send business contacts information about our private hire and advertising services (in our legitimate interest to promote our business), and you can opt out at any time.

4. Accessibility, allergy and health information

4.1 If you tell us about access needs, apply for carer tickets or give us your CEA Card number, this may reveal information about your health. This may be special category data and we treat it with extra care.

4.2 We use this information only to provide the access arrangements you have asked for, such as wheelchair spaces, carer tickets, subtitled or audio described screenings, and relaxed screenings.

4.3 We rely on your explicit consent, which you give when you provide the information for this purpose. You can withdraw consent at any time, but we will then be unable to apply access arrangements or carer tickets to future bookings.

4.4 We record only what we need, for example that you hold a valid CEA Card and its expiry date. We do not ask for medical details. Access to this information is restricted to staff who need it to support your visit.

4.5 CEA Card numbers are validated with the Cinema Exhibitors' Association or its card administrator.

4.6 Allergies and dietary requirements. If you tell us about food allergies or dietary requirements for a party, private hire or event booking, we use this only to prepare and serve food safely for that booking. We rely on your explicit consent and delete the information after the event, unless you ask us to keep it for future bookings.

5. Marketing and your choices

5.1 Our own marketing. We send you emails, texts or app notifications about films, events, offers and Showcase Insider where:

- a) you have given consent; or
- b) you have booked with us or joined Insider, we offered you the chance to opt out at the time, and the marketing relates to our own similar products and services.

5.2 Partner offers. We will only share your details with partners for their own marketing if you have given specific consent to this, naming the type of partner. We do not do this by default.

5.3 Opting out. You can stop marketing at any time, free of charge, by:

- a) clicking the unsubscribe link in any email;
- b) updating your preferences in your Insider account or app settings; or

c) contacting us at ukcs@harborlightsent.com.

5.4 You have an absolute right to object to direct marketing. We will act on your request promptly. We will continue to send service messages about your bookings.

6. Showcase Insider, personalisation and automated decisions

6.1 When you join Showcase Insider, we use your booking and visit history to manage your membership, award points and rewards, and tell you about your benefits. The Insider terms and conditions form part of your contract with us.

6.2 We analyse booking history and preferences to personalise the films, offers and content we show you. This is profiling. It helps us send offers that are relevant to you rather than generic mailings. You can object to profiling for marketing at any time.

6.3 We use automated tools to help detect fraudulent transactions and misuse of offers. Where a significant decision about you is made solely by automated means, we will tell you, and you can make representations, ask for human intervention and contest the decision.

6.4 We do not use automated decision making to set different ticket prices for different individuals.

7. Cookies and similar technologies

7.1 We and third parties use cookies, pixels, SDKs and similar technologies on our website and app. Full details, including each provider, how long each cookie lasts, and how to opt out, are available in our consent management tool.

Type	Purpose	Your choice
Strictly necessary	Booking, checkout, security, remembering your cookie choices	Always on
Analytics	Understanding how the site is used so we can improve it	On by default with the option to opt out, where the statutory exemption applies, or consent.
Functional	Remembering your preferred cinema and settings	Consent
Advertising and social media	Measuring and personalising our adverts, including Meta, TikTok and Google	Consent

7.2 You can change your choices at any time through the Cookie Settings link at the bottom of every page, or through your app settings.

7.3 **Online advertising and audience matching.** With your cookie consent, we and our advertising partners, including Meta, TikTok and Google, use cookies, pixels and similar technologies to:

- a) show you Showcase adverts on other websites, apps and social media;
- b) measure whether our adverts lead to bookings; and
- c) build audience segments based on your interests and booking activity.

We also share a hashed (scrambled) version of your email address with these platforms so they can show you relevant adverts, exclude you from adverts for offers you already have, or find other people with similar interests ("lookalike audiences"). The platforms match hashed data and do not receive your email address in readable form. You can object to this at any time by contacting us or the relevant partner, or updating your marketing preferences with us or the relevant partner.

7.4 Your browser settings may allow you to transmit a "Do Not Track" signal or similar mechanism when you visit websites. Our website is not currently designed to respond to such signals.

7.5 Most browsers accept cookies automatically, but you may be able to control how your device permits the use of cookies and similar technologies through your browser settings. If you choose to

block or delete cookies from your browser, some features of our website and app, including login and general functionality, may not work correctly.

8. CCTV in our cinemas

8.1 We operate CCTV in and around our cinemas, including foyers, corridors, car parks. Signs show where CCTV is in use.

8.2 We use CCTV to keep customers and staff safe, prevent and detect crime, investigate incidents and claims, and prevent film piracy.

8.3 Footage is normally kept for 30 days and then overwritten, unless it is needed to investigate an incident. We share footage with the police, our insurers or legal advisers where needed. You can request footage of yourself (see section 15).

9. Children and families

9.1 Our online booking and Showcase Insider are for people aged 15 and over. We do not knowingly collect personal information online from children under 13 without parental consent. If you believe a child has given us information, please contact us and we will delete it.

9.2 Children who visit our cinemas may appear on CCTV and may have their age checked for age-rated films.

9.3 Family content on our website is designed with children's interests in mind. We do not use advertising cookies or profiling on content aimed primarily at children.

10. Who we share your information with

10.1 We share personal information only where necessary and only with the following types of recipient.

Recipient	Why
Ticketing and point of sale provider – Vista	Processing bookings, sales to fulfil a contract and Showcase Insider / Loyalty member database.
Website and app provider – The Box Office Co.	Hosting and running our website and app on the basis of legitimate interests (operating online services)
Payment service provider – Adyen and WorldPay	Taking card payments and refunds to fulfil a contract
Email, SMS and CRM platform - SMG	Sending service messages to fulfil a contract and marketing, with your consent
Customer feedback provider - SMG	Running customer surveys on the basis of legitimate interests (improving services)
IT, cloud and security providers	Hosting, support and security of our systems on the basis of legitimate interests (operating and securing IT)
Advertising and social media platforms (Meta, TikTok, Google)	Online advertising, with your consent
Promotion partners	Validating partner offers and running promotions to fulfil a contract and on the basis of legitimate interests (improving services)
Cinema Exhibitors' Association	Validating CEA Cards to fulfil a contract
Group companies within the our group	Shared IT and support services on the basis of legitimate interests
Professional advisers and insurers	Legal, audit and insurance purposes on the basis of legitimate interests
Police, regulators and courts	Where required by law or to prevent or detect crime

Recipient	Why
Prospective or actual buyers of our business	See section 12

11. International transfers

11.1 Some of our providers and group companies are based outside the UK, including in the European Economic Area and the United States. When we transfer personal information outside the UK, we make sure it is protected by one of the following:

- a) UK adequacy regulations, which confirm that the destination country protects personal information to a standard that is not materially lower than the UK;
- b) the UK Extension to the EU-US Data Privacy Framework (the UK-US Data Bridge), where the US recipient is certified; or
- c) the ICO's International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses, supported by a transfer risk assessment.

11.2 You can contact us for more information about the safeguards used for a particular transfer.

12. Change of ownership and business transfers

12.1 If we sell, transfer or reorganise all or part of our business, we may share personal information with prospective buyers and their advisers. This will be limited to what is needed for the transaction and protected by confidentiality obligations. Where possible, information will be aggregated or pseudonymised.

12.2 If the business is transferred, your personal information will pass to the new owner, who will become responsible for it. They will use it for the purposes set out in this notice. We or the new owner will tell you about the change and any material changes to how your information is used.

12.3 During any transition period, systems may continue to be provided by our former group under a transitional services arrangement. In that case the former group will act as a processor on the new owner's instructions.

13. How long we keep your information

13.1 We keep personal information only for as long as we need it. Our standard retention periods are below.

Information	Retention period
Booking and transaction records	6 years from the end of the financial year, for tax and accounting
Guest booking contact details (no account)	2 years from your last booking
Showcase Insider account	Life of the account, then 2 years after closure or 3 years of inactivity
Accessibility information	Until you ask us to remove it, or 2 years after your last booking
Allergy and dietary information for events	Deleted after the event, unless you ask us to keep it
Private hire contracts and invoices	6 years from the end of the financial year
Marketing preferences and suppression list	Consent records while you are subscribed plus 2 years. Opt-outs are kept indefinitely so we do not contact you again.
Customer service and complaint records	3 years from resolution
Data protection complaint records	3 years from resolution
Competition entries	6 months after the winner is announced

Information	Retention period
CCTV footage	30 days, unless needed for an investigation
Website analytics data	12 months

13.2 Where no specific period is listed, we keep personal information for no longer than 3 years after your last interaction with us, such as a booking, visit or enquiry.

13.3 At the end of the retention period we securely delete or anonymise the information.

14. Your rights and how to exercise them

14.1 You have the following rights over your personal information.

Right	What it means
Access	Ask for a copy of the personal information we hold about you
Rectification	Ask us to correct information that is inaccurate or incomplete
Erase	Ask us to delete your information in certain circumstances
Restriction	Ask us to limit how we use your information in certain circumstances
Portability	Receive information you gave us in a portable format, or ask us to send it to another organisation
Objection	Object to processing based on legitimate interests, and to direct marketing and related profiling at any time
Withdraw consent	Withdraw consent at any time where we rely on it
Automated decisions	Not be subject to significant decisions made solely by automated means without safeguards

14.2 To exercise any right, email ukcs@harborlightsent.com or write to us at the address in section 1. You can also update your details and preferences in your Insider account at any time.

14.3 We may need to confirm your identity, and the time limit starts once we have done so. If we need you to clarify a request, the time limit pauses until you do.. Some rights have legal exceptions, and we will explain if one applies.

15. Complaints

15.1 If you are unhappy with how we have used your personal information, you have the right to complain to us. You can do this by email to ukcs@harborlightsent.com, by post to the address in section 1, through our [online complaints form](#), or by raising it with any of our teams, including through social media.

15.2 You also have the right to complain to the Information Commission 's Office (ICO), the UK data protection regulator:

- a) Website: ico.org.uk/make-a-complaint
- b) Telephone: 0303 123 1113
- c) Post: Information Commission's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

15.3 We would appreciate the chance to resolve your concerns first, but you can contact the ICO at any time.

16. Changes to this notice

16.1 The date at the top of this notice shows when it was last updated. If we make significant changes, such as a change of controller or a new purpose, we will tell you by email or through our website and app.

17. Contact us

Data Protection

Harbor Lights Entertainment (UK) Limited
Redfield Way, Lenton, Nottingham, NG7 2UW

Email: ukcs@harborlightsent.com

For general bookings and customer service, please use our [Help Centre](#).