Last updated on November 25 2026

PRIVACY POLICY

SREday, LLMday, PLATFORMday and Prompt Engineering Conference

1 WHO WE ARE

(a) This Privacy Policy is provided by SREDAY LIMITED, a company registered in England and Wales under company number 15179465 with registered office 3rd Floor, 86-90 Paul Street, London, England, EC2A 4NE (**we**, **us**, **our**). We run the SREday, LLMday, PLATFORMday and Prompt Engineering Conference events and the websites sreday.com, llmday.com, platformday.com and promptengineering.rocks.

(b) We are the controller of your personal data under the UK General Data Protection Regulation (**UK GDPR**), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations (**PECR**). Where we offer our events to people in the European Union or the European Economic Area (**EU**), the EU General Data Protection Regulation also applies.

(c) You can contact us about anything in this policy at mark@sreday.com.

(d) This policy should be read together with clause 16 of our Terms and Conditions, which also describes how we use personal data. Conf42 is a separate activity with its own privacy policy.

2 WHAT WE COLLECT

(a) **When you register or buy a ticket:** your name, email address, job title, company, LinkedIn profile, phone number, city and country, and your answers to the registration questions. Payments are handled by our payment providers; we do not see or keep your card details.

(b) **At our events:** whether you checked in; with your agreement, the details a sponsor receives when it scans your badge or ticket, as described in our Terms and Conditions; questions and feedback you send to a speaker; photos and video taken at the event, which may show you.

(c) **When you submit a talk** through cfp.ninja: the details on your submission and speaker profile.

(d) **When you write to us** or fill in a form on our websites: what you send us.

(e) **From our emails:** whether an email reached you, bounced, was opened, and which links you clicked.

(f) **From our websites:** the information described in section 9 (cookies and similar technologies).

3 WHY WE USE IT AND ON WHAT BASIS

(a) **To run our events and give you your ticket**: registration, check-in, badges, refunds, event-day updates by email or phone. Basis: performance of our contract with you.

(b) **To send you our newsletter and news about events**, as described in clause 16.8 of our Terms and Conditions. Basis: your consent, where you ticked the box on our form; the soft opt-in, where you bought a ticket and did not opt out; or our legitimate interests, for work email addresses in the United Kingdom.

(c) **To choose what to send you** and when, using your registrations, the events you attended or submitted a talk to, your location or time zone, your job and company, and how you used our past emails. This is profiling for direct marketing. Basis: our legitimate interests. You may object at any time and we will stop.

(d) **To keep our email list accurate**: checking that addresses still exist, and removing those that do not, so that our emails keep reaching the people who want them. Basis: our legitimate interests.

(e) **To share limited details with an event's official sponsors and partners**, as described in clause 16.1 of our Terms and Conditions. Basis: your agreement when you register or let a sponsor scan your badge, and our legitimate interests in running sponsored events.

(f) **To let you send questions and feedback to speakers**, if you choose to. Basis: your consent.

(g) **To understand and improve our websites and events**, using statistics. Basis: our legitimate interests and, where the law requires it, your consent.

(h) **To meet our legal obligations** (accounting, tax, responding to authorities) and to establish or defend legal claims. Basis: legal obligation and our legitimate interests.

4 WHO WE SHARE IT WITH

(a) **Sponsors and partners** named on the page of the event you registered for, as described in our Terms and Conditions. Once a sponsor has received your details, the sponsor's own privacy policy applies.

(b) **Speakers**, when you send them a question or feedback with your name.

(c) **Service providers** who process data for us under contract: our event registration platform (Luma), payment providers, our email sending and email verification services, cloud hosting, storage and backup, our email and office software, and website analytics.

(d) **Professional advisers**, such as accountants and lawyers, and **authorities** where the law requires it.

5 TRANSFERS OUTSIDE THE UK AND THE EU

Some of our service providers, including our registration platform and hosting provider, are in the United States. Where your data leaves the United Kingdom or the EU, we rely on an adequacy decision (including the UK–US data bridge and the EU–US Data Privacy Framework) or on standard contractual clauses approved for that purpose.

6 HOW LONG WE KEEP IT

We keep your details while you are subscribed to our emails or registered for or taking part in our events, and for as long as we need them for accounting, tax and legal claims. When you unsubscribe, we keep only your email address and the date, so that we never email you again. When we no longer need your data, we delete it or make it anonymous.

7 YOUR RIGHTS

(a) You may ask us for a copy of your personal data, to correct it, to delete it, to restrict its use, to object to its use, or to receive it in a portable form. You may object to direct marketing, including profiling for it, at any time and without giving a reason. Where we rely on your consent, you may withdraw it at any time.

(b) To use any of these rights, write to mark@sreday.com, or use the unsubscribe link in any of our emails. We will respond as the law requires.

(c) You may complain to the Information Commissioner's Office (ico.org.uk) or, if you live in the EU, to the data protection authority of your country. We would be grateful for the chance to deal with your concern first.

8 EMAILS FROM US

Clause 16.8 of our Terms and Conditions explains which emails we send, when we may send them, how we measure them and how to unsubscribe or receive fewer emails. Every email has a one-click unsubscribe link.

9 COOKIES AND SIMILAR TECHNOLOGIES

(a) **Statistics:** our websites use Google Analytics to count visits and see which pages are useful.

(b) **Advertising measurement:** some pages use Google Ads tags to measure whether our adverts lead to visits and registrations.

(c) **Your browser's storage:** our pages remember small settings in your browser, such as which panels you opened, so the page looks the same next time. This stays on your device.

(d) **Embedded content:** registration widgets from Luma and videos from YouTube are loaded from those services and are covered by their own privacy policies.

(e) You can block or delete cookies in your browser settings, and opt out of Google Analytics with Google's browser add-on (tools.google.com/dlpage/gaoptout).

10 CHANGES TO THIS POLICY

We may update this policy by publishing a new version on our websites. The date at the top shows when it last changed.