PRIVACY POLICY

54 STAGS DOS & FIVE FOUR SPORTS BREAKS

Last updated: September 2026

Trading names: 54 Stags Dos and Five Four Sports Breaks

Legal entity: Five Four Sports Management Ltd

Company registration number: 15770163

Registered office: Trent Park, Jungle Falls Adventure Golf, Bramley Road, London, United Kingdom, N14 4UW

Privacy contact: hannah@54stagdos.com

1. WHO WE ARE

54 Stags Dos and Five Four Sports Breaks are trading names of Five Four Sports Management Ltd, company registration number 15770163. Where applicable under data protection law, Five Four Sports Management Ltd is the data controller responsible for personal information processed in connection with our website, enquiries, bookings and services.

If you have questions about this Privacy Policy or how we handle your personal information, contact hannah@54stagdos.com.

2. INFORMATION WE COLLECT

Depending on how you interact with us, we may collect your name, email address, telephone number, group size, preferred dates and destination, budget, activity and team preferences, messages and other information you provide through enquiries or trip-planning tools.

When you book, we may collect traveller names, booking references, accommodation preferences, relevant travel arrangements, payment records and passport or other travel-document details where required to arrange a particular booking.

We do not intend to collect full payment card details directly where these are handled by a third-party payment provider.

Depending on our website configuration, technical information may also be collected, such as IP address, browser and device information, pages visited and cookie preferences.

We do not routinely require special category personal information. If information about health, accessibility or another sensitive matter is necessary to arrange an activity or booking, we will collect only what is reasonably required and identify an appropriate lawful basis and any additional condition required by law.

3. HOW AND WHY WE USE INFORMATION

We may use personal information to respond to enquiries, prepare quotations, plan and administer bookings, arrange accommodation and activities, allocate tickets, communicate with suppliers, process payments, provide booking updates, handle customer service requests and complaints, meet legal and accounting obligations, protect our business and systems, and send marketing communications where permitted by law.

4. LAWFUL BASES FOR PROCESSING

Under the UK General Data Protection Regulation and the Data Protection Act 2018, we must have an appropriate lawful basis for processing personal information. Depending on the circumstances, we may rely on: (a) contract, where processing is necessary to take steps at your request or perform a booking agreement; (b) legal obligation, where processing is required by law; (c) legitimate interests, for purposes such as managing enquiries, maintaining business records, preventing fraud or handling disputes, where those interests are not overridden by your rights; or (d) consent, where consent is the appropriate basis for a particular use.

Where we rely on consent, you may withdraw it at any time. Withdrawal does not affect the lawfulness of processing carried out before it was withdrawn.

5. WHO WE SHARE INFORMATION WITH

We do not sell personal information. We may share relevant information with hotels and accommodation providers, ticket suppliers, sporting venues and event organisers, activity providers, payment processors, website hosting and IT providers, professional advisers, insurers, and public authorities or law enforcement where legally required or permitted.

We share only information reasonably required for the relevant purpose and expect service providers processing information on our behalf to protect it appropriately.

6. INTERNATIONAL TRANSFERS

Because our services may involve overseas destinations and international suppliers, personal information may need to be shared with organisations outside the United Kingdom. Where data protection law requires safeguards for an international transfer, we will take the steps required by law. Depending on the circumstances, these may include relying on applicable adequacy regulations, approved contractual safeguards or another lawful transfer mechanism.

7. HOW LONG WE KEEP INFORMATION

We retain personal information only for as long as reasonably necessary, taking account of the purpose for which it was collected and relevant legal, accounting, regulatory and operational requirements.

Enquiry information is generally intended to be kept for up to two years after the last meaningful contact, unless the enquiry becomes a booking or a longer period is reasonably required. Booking and financial records are generally intended to be kept for up to six years where required or justified for tax, accounting, contractual or legal purposes. Passport and travel-document information should be retained only for as long as necessary to arrange the booking and meet applicable requirements. Marketing information is retained until you unsubscribe or it is no longer required, subject to applicable record-keeping obligations.

These are intended retention periods and must be applied in accordance with our actual retention practices. When information is no longer required, we will securely delete it, anonymise it or otherwise dispose of it appropriately.

8. INFORMATION SECURITY

We take reasonable and appropriate technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure. Access should be limited to people who need the information for legitimate business purposes. Third-party systems may have their own security arrangements.

No method of transmitting or storing information can be guaranteed completely secure. We aim to handle information responsibly and take appropriate action if a personal data breach is identified.

9. YOUR DATA PROTECTION RIGHTS

Depending on the circumstances and applicable law, you may have the right to access personal information, request correction, request erasure, restrict processing, object to processing based on legitimate interests or direct marketing, request data portability where the legal conditions apply, and withdraw consent where consent is the lawful basis.

These rights are subject to legal conditions and exceptions. For example, we may need to retain certain booking or financial records even if you request deletion.

To exercise your rights, email hannah@54stagdos.com. We may need to verify your identity. We will respond within the period required by law, generally one month after receiving a valid request, subject to any lawful extension.

10. MARKETING COMMUNICATIONS

We may send service-related communications needed to manage enquiries and bookings. Promotional emails, text messages or other direct marketing communications will be sent only where permitted by applicable marketing and data protection law. Where consent is required, we will obtain it before sending marketing.

You may opt out at any time using an unsubscribe link, where available, or by contacting hannah@54stagdos.com. Opting out of marketing does not prevent essential messages about an existing booking.

11. COOKIES AND SIMILAR TECHNOLOGIES

Our website may use cookies or similar technologies to support essential functionality, remember preferences and, where enabled, understand how visitors use the website. Essential cookies may be used where necessary to provide a service you request or operate the website securely.

Where non-essential cookies or similar technologies are used, we will obtain consent where required by law and provide appropriate information about their purpose. You may also manage cookies through your browser settings, although disabling certain cookies may affect functionality.

The specific cookies used depend on the website's actual configuration. The website's cookie notice or settings should provide current details.

12. THIRD-PARTY WEBSITES AND SERVICES

Our website may contain links to third-party websites, booking services or payment providers. Those organisations may process information under their own privacy policies. We encourage you to review those policies before providing information directly to them. This does not remove any obligations we have where a third party processes information on our behalf.

13. CHILDREN'S INFORMATION

Our services are primarily intended for adults arranging stag events, sports breaks and related activities. We do not knowingly collect children's personal information unless necessary for a legitimate booking or service and capable of being processed lawfully with appropriate safeguards. Where information about a child is required, it should be supplied by an appropriate parent, guardian or authorised person where necessary.

14. CHANGES TO THIS POLICY

We may update this Privacy Policy to reflect changes to our services, website, business practices or applicable law. The latest version will be published on our website with an updated revision date.

15. COMPLAINTS AND CONTACT

If you have a concern about how we handle your personal information, please contact us first so that we can investigate.

Email: hannah@54stagdos.com

Five Four Sports Management Ltd, trading as 54 Stags Dos and Five Four Sports Breaks. Company number 15770163.

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You also have the right to complain to the UK Information Commissioner's Office (ICO): https://ico.org.uk/.

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