



Privacy Policy

Last updated: **Friday 13th March 2026**

Sentinel Event Advisory ("Sentinel", "we", "us", or "our") is committed to protecting your privacy and handling personal information in accordance with applicable data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This Privacy Policy explains how we collect, use, store and protect personal information when you visit our website or contact us regarding our consultancy services.

Who We Are

Sentinel Event Advisory is an independent consultancy providing professional advice and support across:

- Event planning
- Event safety
- Operational planning and readiness
- Event medical advisory
- Governance and compliance
- Risk management
- Independent event consultancy
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We provide advisory services only and do not routinely provide operational event management, medical treatment, ambulance services or event medical cover unless separately agreed under a specific contract.

For the purposes of UK data protection legislation, Sentinel Event Advisory is the Data Controller for personal information collected through this website.

Contact

Contact@sentineleventadvisory.co.uk
www.sentinelmedicaladvisory.co.uk

Information We May Collect

When you contact us via our website, email or telephone, we may collect:

- Name
- Organisation
- Job title (where applicable)
- Email address
- Telephone number
- Details relating to your enquiry or project

This information is only collected where you choose to provide it.

Website Information

When visiting our website we may automatically collect limited technical information, including:

- IP address
- Browser type
- Device information
- Pages visited
- Time spent on pages
- Referring website (where applicable)

This information helps us improve the performance, security and usability of our website.

How We Use Your Information

We use personal information to:

- Respond to enquiries.
- Discuss potential consultancy projects.
- Deliver consultancy services.
- Manage ongoing client relationships.
- Improve our website and user experience.
- Maintain business records.
- Meet legal and regulatory obligations.

We do not sell, rent or trade personal information.

Lawful Basis for Processing

We process personal information under one or more of the following lawful bases:

Legitimate Interests

To respond to enquiries, communicate with prospective clients and operate our consultancy business.

Contract

Where processing is necessary to provide consultancy services requested by a client.

Legal Obligation

Where we are required to retain or disclose information under applicable legislation.

Data Retention

We only retain personal information for as long as reasonably necessary.

Typical retention periods include:

- Enquiries – up to 12 months
- Consultancy records – up to 6 years where required for legal, contractual or insurance purposes

Information that is no longer required will be securely deleted or anonymised.

Data Security

We implement appropriate technical and organisational measures to protect personal information against:

- Unauthorised access
- Loss
- Misuse
- Alteration
- Unauthorised disclosure

Access to personal information is restricted to authorised individuals who require it for legitimate business purposes.

Sharing Information

We do not routinely disclose personal information to third parties.

Information may be shared only where necessary:

- To comply with legal obligations.
- To establish, exercise or defend legal rights.
- With professional advisers acting on our behalf.
- With trusted service providers supporting our business, where appropriate safeguards are in place.

Your Rights

Under UK GDPR you have the right to:

- Access your personal information.
- Request correction of inaccurate information.
- Request deletion of personal information.
- Request restriction of processing.
- Object to processing.
- Request data portability, where applicable.

Requests should be made using the contact details provided above.

Complaints

If you are unhappy with how we have handled your personal information, we would appreciate the opportunity to address your concerns in the first instance. Please contact us using the details provided within this policy.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's independent authority responsible for upholding information rights and data protection legislation.

Cookies

Our website may use cookies and similar technologies to improve functionality, monitor website performance and enhance the user experience.

You can manage cookie preferences through your browser settings.

Questions About This Disclaimer

If you have any questions regarding this disclaimer, please contact:

Sentinel Event Advisory

Email: contact@sentinelmedicaladvisory.co.uk