

Privacy Policy

Arena Fantasy Magazine

Last updated: 12 October 2026

1. About this Privacy Policy

Arena Fantasy Magazine (AFM) is committed to handling personal information fairly, lawfully and transparently. This Privacy Policy explains what personal data AFM may collect, why it is used, how it may be shared, how long it may be kept and the rights available to you.

Data controller: Arena Fantasy Magazine, operated by Andy Hesford.

Contact: contact-us@arenafantasymagazine.co.uk

2. Who this policy applies to

This policy applies to visitors to the AFM website and to people who contact AFM, purchase a magazine or subscription, enter a competition, submit creative work, make an advertising enquiry, provide material for publication, or subscribe to AFM communications.

AFM's services are intended for adults aged 18 and over. AFM does not knowingly collect personal information from children.

3. Personal information AFM may collect

- **Identity and contact information:** such as your name, email address, organisation or trading name, and any contact details you choose to provide.
- **Purchase and subscription information:** such as the product or subscription purchased, transaction reference, payment status and delivery information. AFM does not normally receive or store your full card or bank details.
- **Submission and competition information:** such as your name, pseudonym, contact details, entry details, biography, submitted work and related correspondence.
- **Advertising information:** such as business or organisation details, campaign requirements, artwork, links, preferred placements and correspondence.
- **Communications:** including emails, contact-form messages, feedback and other correspondence with AFM.
- **Technical and usage information:** such as IP address, browser/device information and cookie or analytics information where collected by the website or enabled services.

4. How AFM uses personal information

- to process purchases, subscriptions and digital issue delivery;
- to administer competition entries and communicate with entrants;
- to review submissions and contact contributors about possible publication;
- to respond to enquiries and provide customer support;
- to prepare advertising quotes, manage bookings and deliver advertising services;
- to maintain records relating to permissions, publication, payments and business administration;
- to operate, secure and improve the AFM website and services;
- to send AFM news, magazine updates, competition information and relevant offers where permitted by law; and
- to comply with legal, tax, accounting or regulatory obligations.

5. Lawful bases for processing

Contract: where processing is necessary to take steps at your request or to provide a purchase, subscription, competition service, advertising service or other agreed service.

Legitimate interests: where AFM has a reasonable business or editorial need to respond to enquiries, assess submissions, administer relationships, maintain records, prevent misuse and improve its services, provided those interests are not overridden by your rights.

Consent: where AFM asks for consent, including certain marketing communications or non-essential cookies where required. Consent may be withdrawn at any time.

Legal obligation: where information must be retained or used to comply with applicable law, tax, accounting, regulatory or legal requirements.

6. Monthly newsletters and marketing

AFM plans to send a monthly newsletter containing magazine news, competition information, creative opportunities and relevant AFM offers.

Where AFM has collected an individual's email address directly during a purchase or negotiation for a purchase, AFM may rely on the UK 'soft opt-in' rules to send marketing about AFM's own similar products and services. This will only be used where the person was given a clear opportunity to opt out when the details were collected.

People who submit work, enter competitions, contact AFM or otherwise provide an email address will not be added to marketing solely for that reason unless they separately consent, subscribe, or another lawful marketing basis applies.

Every marketing email will provide a simple way to unsubscribe. You can also opt out at any time by contacting contact-us@arenafantasmagazine.co.uk. AFM may retain a minimal suppression record so that an opt-out request is respected.

7. Payments and third-party service providers

AFM uses third-party services to operate parts of its website and business. Depending on how you interact with AFM, your information may be processed by providers including:

- **Webador:** website hosting and website functions;
- **PayPal:** one-off purchases and certain prepaid subscriptions;
- **Stripe:** quarterly recurring subscription payments;
- **Jotform:** forms used for enquiries, submissions or advertising-related information;
- **Google Forms / Google services:** where used for competition or submission administration; and
- **email and other technical service providers:** where needed to communicate with readers, contributors, customers and advertisers.

These providers may process information under their own privacy terms and may process data outside the UK. Where AFM is responsible for an international transfer of personal data, appropriate safeguards will be used where required by law.

8. Cookies and similar technologies

The AFM website may use cookies or similar technologies that are necessary for the website to function. Where optional analytics, advertising or other non-essential technologies are enabled, AFM will use them in accordance with applicable consent requirements.

Third-party services embedded in or linked from the website may also set or use cookies under their own policies. You can control cookies through your browser and, where available, the website's cookie controls.

9. How long information is kept

AFM keeps personal information only for as long as reasonably necessary for the purpose for which it was collected, including legal, accounting, contractual and dispute-resolution requirements.

Type of information	Typical approach
Purchase and payment records	Kept for the period required for accounting, tax and legal purposes; this may be up to six years where applicable.
General enquiries	Normally retained only for as long as needed to resolve the enquiry and for a reasonable follow-up period.
Unsuccessful submissions / competition administration	Retained only as long as reasonably necessary to administer the relevant submission or competition and deal with queries.
Published contributors / winners	Relevant permissions, publication records and correspondence may be retained for longer where needed to document AFM's publishing rights and editorial history.
Marketing records	Kept while you remain subscribed or otherwise lawfully marketable; suppression information may be retained after opt-out so AFM does not contact you again.

10. Sharing personal information

AFM does not sell personal information. Information may be shared with service providers where necessary to operate AFM, process payments, host forms, deliver communications or provide services. Information may also be disclosed where required by law, to establish or defend legal rights, or to prevent fraud or misuse.

11. Security

AFM takes reasonable organisational and technical steps to protect personal information against accidental loss, misuse, unauthorised access, alteration or disclosure. No online service can guarantee absolute security, but AFM aims to use reputable providers and to limit access to information to what is reasonably necessary.

12. Your data protection rights

Depending on the circumstances and the lawful basis being used, you may have rights to:

- ask for access to personal information held about you;
- ask for inaccurate or incomplete information to be corrected;
- ask for personal information to be erased in certain circumstances;
- ask for processing to be restricted in certain circumstances;
- object to processing based on legitimate interests or to direct marketing;
- receive certain information in a portable format where the right to data portability applies; and
- withdraw consent at any time where processing is based on consent.

To exercise a right, contact contact-us@arenafantasmagazine.co.uk. AFM may need to verify your identity before acting on a request.

13. Complaints

If you have concerns about how AFM has handled your personal information, please contact AFM first so the matter can be reviewed.

You also have the right to complain to the UK Information Commissioner's Office (ICO), the UK's independent data protection regulator. Current information about making a complaint is available at ico.org.uk.

14. Third-party links

The AFM website may contain links to third-party websites or services. AFM is not responsible for the privacy practices of those third parties, and you should review their privacy information before providing personal data.

15. Changes to this policy

AFM may update this Privacy Policy when its services, suppliers or legal obligations change. The latest version will be published on the AFM website with an updated revision date.

16. Contact AFM

Arena Fantasy Magazine

Email: contact-us@arenafantasymagazine.co.uk

Website: www.arenafantasymagazine.co.uk

This document is provided as AFM's published privacy information and should be reviewed whenever AFM changes how it collects or uses personal information.