

# SOUTHWELL MUSIC FESTIVAL Ltd

## PRIVACY NOTICE

Southwell Music Festival Ltd (“SMFL”) uses your personal data to (a) inform you of Festival activities and other musical events likely to be of interest to concert-goers at Southwell, (b) to administer the Festival volunteering and financial support schemes and (c) comply with our contractual and legal obligations. We have described how we collect, store and use your data in this Privacy Notice. We take seriously our responsibilities to look after your data and we are committed to protecting your privacy. There are steps you can take to control what we do with your data and we have explained those steps in this Privacy Notice.

When we talk about data and personal data in this Privacy Notice, we mean personal data which identify you or which could be used to identify you such as your name and contact details. It may also include information about how you use our website.

### What you need to know

#### 1) Who is responsible for your data

SMFL is responsible for your data. Our registered address is **47 Easthorpe, Southwell, NG2 0HY** and our correspondence address is Southwell Music Festival Limited, Minster Centre, Church Street, Southwell, Nottinghamshire NG25 0HD. We are registered as a company in England and Wales under company number 8361306. We are the data controller of the data which we collect from you, and as such we control the ways your personal data are collected and the purposes for which your personal data are used.

#### 2) Personal data we collect about you

Depending on the degree of your involvement with the Festival, we might collect the following kinds of information about you:

When we collect it	The kind of information we collect
When you go on our mailing list via our website	Your name and contact details, such as email address, telephone number, address

When you buy tickets for concerts or events via our ticket agent	Your name and contact details, such as email address, telephone number, address and your payment details (bank card details) and the concerts or events for which you have bought tickets
When you buy tickets via the Minster Shop or direct	Your name and contact details, such as email address, telephone number, address and information about the concerts or events you have bought tickets for
When you volunteer to support the Festival, whether practically or financially	Your name and contact details, such as email address, telephone number, address and information about the volunteering activities you do or would like to provide for us. If you support us financially (sponsors, Friends etc), your bank details
When you purchase merchandise	Payment card details (if you pay by card)
At concerts or events in which you might be in the audience or a performer	Photographs
When we contract with you for services or goods	Your name and contact details, such as email address, telephone number, address, your bank details, and such other information as is needed in our contract for us to effectively administer our engagement

### Sensitive personal data

Certain kinds of personal data, such as data about your racial or ethnic origin, your physical or mental health, your religious beliefs or alleged commission or conviction of criminal offences, are special categories of personal data (known as “sensitive data”) which by law require additional protection. The only sensitive data we collect is information about people who request special assistance, such as a wheelchair space, at our concerts, or food preferences if we arrange a meal for you

By providing any sensitive personal data, you explicitly agree that we may collect it and use it for the purposes we have identified in this Notice.

### 3) How we use your personal data

We can only use your personal data if we have a proper reason for doing so. According to the law, we can only use your data for one or more of these reasons:

- When you consent to it, or
- To fulfil a contract we have with you, or
- If we have a legal duty to use your data for a particular reason, or
- When it is in our legitimate interests.

Legitimate interests are our business or commercial reasons for using your data, but even so, we will not unfairly put our legitimate interests above what is best for you.

In the table below, we have set out the different ways in which we use your personal data and the reasons we rely on for using that data.

If we rely on our legitimate interests for using your personal data, we will explain that to you.

What we use your personal data for	Legal grounds for using it	Our legitimate interests
<p><b><u>Marketing</u></b></p> <ul style="list-style-type: none"> <li>• Communicating with you and sending you information about the Festival and other topics concerning music making in the East Midlands</li> <li>• Informing you about our news and events that we think you might be interested in</li> </ul>	<ul style="list-style-type: none"> <li>• With your consent and/or</li> <li>• Our legitimate interests</li> </ul>	<p>Any arts event seeking to attract audiences is likely to wish to collect contact details of potential audience members for the purpose of providing them with information about future events. Our database is thus of strategic importance. It is therefore in our interests to retain people on our database until they demonstrate a wish not to continue to receive information. All emails have an unsubscribe option easily available.</p>
<p><b><u>Volunteering and financial support schemes</u></b></p>	<ul style="list-style-type: none"> <li>• Our legitimate interests</li> </ul>	<ul style="list-style-type: none"> <li>• Our Festival relies upon volunteers and financial donors for a significant portion of</li> </ul>

What we use your personal data for	Legal grounds for using it	Our legitimate interests
<ul style="list-style-type: none"> <li>To communicate with you and manage our relationship with you</li> <li>To run the Festival in an efficient and proper way</li> <li>To fulfil our administrative purposes including accounting and audit</li> <li>To meet our health and safety responsibilities</li> <li>To obey laws and regulations which apply to us</li> </ul>		<p>our income and resources</p> <ul style="list-style-type: none"> <li>We need to retain data on our volunteers and supporters to operate the Festival</li> <li>Volunteers have in almost all cases responded personally to a request for volunteers or financial contributors and it is implicit that volunteers understand and agree that their data is kept by and used for Festival purposes</li> </ul>
<p><b><u>Administration and contract compliance</u></b></p> <ul style="list-style-type: none"> <li>To communicate with you and manage our relationship with you</li> <li>To run the Festival in an efficient and proper way</li> <li>To fulfil our administrative purposes including accounting, invoicing and audit</li> <li>To meet our health and safety responsibilities</li> <li>To obey laws and regulations which apply to us</li> </ul>	<ul style="list-style-type: none"> <li>Fulfilling contracts, or</li> <li>Our legitimate interests</li> </ul>	<ul style="list-style-type: none"> <li>Keeping our records up to date</li> <li>Being efficient about how we fulfil our contracts, provide the Festival and fulfil our legal duties</li> </ul>

What we use your personal data for	Legal grounds for using it	Our legitimate interests

#### 4) How we use your data to personalise the service we offer you

We may use the data we collect about you to try to understand more about you and your preferences, so that we can tailor the way we design the Festival in future years. We use information collected from the tickets you have purchased and from cookies. Cookies are small pieces of information stored on your device by the web browser of your device. We use cookies placed on your devices to collect data about your use of our website. We also use data from third parties (see '**Sharing your data**' below).

#### 5) Marketing: How to manage the marketing messages you receive

We may send you marketing communications by email if you have indicated that you are happy to receive such emails. Our marketing communications might include information about our forthcoming or previous Festivals, news about the Festival generally, and information we think you are likely to be interested in concerning the music scene in the East Midlands.

You can opt out of receiving marketing emails by clicking on the unsubscribe link which we include in all our marketing emails.

Please note that if you tell us that you do not wish to receive marketing emails, you may still receive emails concerning your volunteering activities or the financial support you have provided to the Festival.

Please note that if you ask us to stop sending marketing emails, we will keep a note of your personal information and your request so that we can make sure you are excluded from the emails when they are sent out.

#### 6) How long we keep your data

We keep your data only for as long as we need it. How long we need data depends on what we are using it for, whether that is to provide information to you, for our own legitimate interests (described above) or so that we can comply with the law.

We will actively review the information we hold and when there is no longer a customer, legal or business need for us to hold it, we will either delete it securely or in some cases anonymise it.

## 7) How we protect your data

We protect your personal data against unauthorised access, unlawful use, accidental loss, corruption or destruction.

We store your data on a proprietary email service (Mailchimp). They use technical measures such as **encryption** and **password protection** to protect your data and the systems they are held in. We also use operational measures to protect the data, for example by limiting the number of people who have access to the databases in which information is held.

We keep these security measures under review and endeavour to keep up to date with current best practice.

## 8) Sharing your data

We may share some of your personal data with the following categories of third parties:

- **Government authorities such HMRC in connection with Gift Aid:** We may sometimes have to provide your personal data to government authorities to meet our legal obligations.
- **Data analytics companies:** We may share your data with data analytics companies to help us to understand more about you and your interests so that we can make sure we are offering a Festival that is most likely to meet the expectations of our supporters.
- **Our on-line booking agent:** We use an external company to manage our bookings and ticket purchasing system.
- **Your credit and debit card information:** In order to process payments, we process payment card data through our payment card provider.

We will never sell your data or share it except in these limited circumstances.

## 9) Sending data outside of the European Economic Area

We will not send data outside of the European Economic Area ('EEA'). Our email service provider may store data outside the EEA.

## 10) Your rights

You are entitled to see copies of all personal data held by us and to amend, correct or delete such data. You can also limit, restrict or object to the processing of your data.

If you gave us your consent to use your data, e.g. so that we can send you marketing emails, you can withdraw your consent. Information about how to stop receiving marketing communications is set out above under the heading 'Marketing: How to manage the marketing messages you receive'. Please note that even if you withdraw your consent, we can still rely on the consent you gave as the lawful basis for processing your data before you withdrew your consent.

You can object to our use of your data where we rely on our legitimate interests to do so. We explained the legitimate interests we rely in the table above under the heading '**How we use your personal data**'.

To raise any objections or to exercise any of your rights, you can send an email to us at [info@southwellmusicfestival.com](mailto:info@southwellmusicfestival.com) or you can write to us at Southwell Music Festival Limited, Minster Centre, Church Street, Southwell, Nottinghamshire NG25 0HD.

When you get in touch, we will come back to you as soon as possible and where possible within one month. If your request is more complicated, it may take a little longer to come back to you but we will come back to you within two months of your request. There is no charge for most requests, but if you ask us to provide a significant amount of data for example we may ask you to pay a reasonable admin fee. We may also ask you to verify your identity before we provide any information to you.

If we decide to change this privacy Notice, the changes will be posted on this page.

## 11) Complaints

If you have any complaints concerning our processing of your personal data please email us at [info@southwellmusicfestival.com](mailto:info@southwellmusicfestival.com) or you can write to us at Southwell Music Festival Limited, Minster Centre, Church Street, Southwell, Nottinghamshire NG25 0HD.

Commented [CK1]: