

Berkshire Music Trust – Privacy Policy

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1. What is this policy for?

Whenever we need to collect any of your data, we will let you know at that point why we need to do so, and what it will be used for, but this guide provides a useful overview of all of those situations and provides more detail on how we keep your data secure and up to date, how long we might hold it for, and what your rights are in relation to it.

Berkshire Music Trust is committed to protecting your personal data and will use any personal or sensitive data we collect from you in line with the General Data Protection Regulations (GDPR).

2. Who is responsible for data the company collects?

Data Controller: Berkshire Music Trust

Data Protection Officer: CEO, gdpr@berksmusictrust.org.uk

3. What data do we collect and what do we use it for?

Berkshire Music Trust collects data from individuals to help us plan, organise and run the day-to-day operations of the company (e.g. coordinating lessons or collecting fee payments) and to promote and market the group’s activities (e.g. marketing mailing lists and photography/video capture).

- **Pupils/Payers: for administering lessons and payments**

When you register with Berkshire Music Trust, or during your time with us, we may need to collect some or all of the following information on you, and additional information as needs arise:

Name	Student school
Email address	Student age & gender
Phone number	Bank Details
Address	Gift Aid Declarations
Emergency contact details	Images
Student medical information	Audition Notes

This data will be used by Berkshire Music Trust to manage your account and to organise and run our activities.

If you give us your consent to do so, we may also use your contact details to send you marketing/promotional communications from the company.

Any marketing/promotional communication we send you will include a clear option to withdraw your consent (e.g. to 'opt out' of future emails) and you can also withdraw consent at any point by contacting the Data Protection Officer.

- **Event attendees: for processing and managing tickets for events**

Where our events are ticketed, we need to collect data on the person booking (name, address and email) in order to allow you access to the event and to send you a confirmation of your reservation/purchase. This data will only be used for administering your access to the event/s for which you have booked and will not be used to send you marketing/promotional messages from the group unless you have also provided your consent to receive these (see below).

- **Employees and contractors: for administration and legal/regulatory purposes**

We may need (for administration or for legal/regulatory reasons) to collect personal or sensitive data on employees or contractors of the company. Where this is the case, we will explain what this is for at the point of collection.

- **Mailing list subscribers: for marketing and promotion**

We will offer everybody the opportunity to sign up (consent) to receive marketing and promotional information on the group's activities (e.g. emails about forthcoming events).

When you sign-up to our marketing mailing list we will ask for your name, email, address and will use this data to send you information about our events and activities (e.g. forthcoming performances, social events and fundraising events). We may also ask for your preferred topics and communication methods. These allow us to tailor the information we provide to suit your preferences (e.g. email vs post).

We will only send you information that is related to the company (e.g. we will not use your data to send you marketing messages from third parties).

Anything we send you will include a clear option to withdraw your consent (e.g. to 'opt out' of future emails) and you can also do so at any time by contacting the Data Protection Officer.

- **Website visitors: for running and improving our website**

We use cookie technology when a person visits our website to collect and analyse anonymised data on how many people have visited, what pages they have looked at and other statistical information.

You can find out more about cookies at <http://www.allaboutcookies.org/>

4. Do we share your data with anyone else?

We will never pass your details on to third parties for marketing purposes.

We sometimes use third party services to process your data (e.g. TicketSource, SurveyMonkey, Google and MS Forms, SpeedAdmin, MoorePay, iHasco and Office 365). We will always make sure any third

parties we use are reputable, secure, and process your data in accordance with your rights under GDPR. We share employee data only where legally required with: HMRC, DWP, Teachers Pension and the Local Government Pension Scheme. In these cases we also make sure that they comply with GDPR.

5. Are there special measures for children's data?

Where we knowingly collect or store data of children under 16 years old we will ensure the person with parental responsibility for the child has seen the relevant information relating to the child data or has given consent on behalf of the child. This does not apply to data held to administer or pay for lessons where we rely on legitimate interest to process data. We do seek consent for the use of images and sending advertising material.

Once a child is over 16 years old, parental consent for the use or holding of images or sending advertising material will no longer be sufficient. We will only continue to hold/use the data if the child themselves also gives their consent.

6. How can you update your data?

You can contact us at any time at contact@berksmusictrust.org.uk to update or correct the data we hold on you.

7. How long we will hold your data?

The Berkshire Music Trust Retention Schedule outlines the retention period for each data type (e.g. financial information, pupil records and contracts). We will then remove data where we no longer have a legitimate reason to keep it.

Where you have withdrawn your consent for us to use your data for a particular purpose (e.g. unsubscribed from a mailing list) we may retain some of your data for up to two years in order to preserve a record of your consent having been withdrawn.

8. What rights do you have?

Under the GDPR, you have the following rights over your data and its use:

- The right to be informed about what data we are collecting on you and how we will use it
- The right of access - you can ask to see the data we hold on you
- The right to rectification - you can ask that we update or correct your data
- The right to object - you can ask that we stop using your data for a particular purpose
- The right to erasure - you can ask us to delete the data we hold on you
- The right to restrict processing - you can ask that we temporarily stop using your data while the reason for its use or its accuracy are investigated

Though unlikely to apply to the data we hold and process on you, you also have rights related to portability and automated decision making (including profiling)

All requests related to your rights should be made to the Data Protection Officer who will respond within one month.

You can find out more about your rights on the Information Commission's Office website, ico.org.uk

9. What will we do if anything changes?

If we make changes to our privacy statements or processes we will post the changes here. Where the changes are significant, we may also choose to email individuals affected with the new details. Where required by law, we will ask for your consent to continue processing your data after these changes are made.

10. Links to other websites

Our website may contain links to other websites of interest (e.g. Charanga). However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

11. Use of Cookies

What are 'cookies'?

'Cookies' are small text files that are stored by the browser (for example, Internet Explorer) on your computer or electronic device. They allow websites to 'remember' you for a period of time so that they can store things like user preferences and make the website quicker and easier for you to use.

Without cookies, some things on websites would not be able to work: for example, without cookies it might not be possible to know whether or not you are logged in on a website, which would prevent you from being able to see content restricted to logged-in users.

How does the Berkshire Music Trust website use cookies?

A visit to a page on Berkshire Music Trust website may create the following types of cookie:

<https://www.makingmusic.org.uk/cookie-and-privacy-policy#registration>

When you register with Berkshire Music Trust we generate cookies that let us know whether you are signed in or not. Our servers use these cookies to work out which account you are signed in with, and if you are allowed access to a particular service. It also allows us to associate any comments you post with your username. If you have not selected 'keep me signed in', your cookies get deleted when you either close your browser or shut down your computer.

<https://www.makingmusic.org.uk/cookie-and-privacy-policy#analytics>

Every time someone visits our website, software provided by other organisations (Google Analytics, Orange Grove) generates an 'anonymous analytics cookie'.

These cookies can tell us whether or not you have visited the site before and what pages you visit. Your browser will tell us if you have these cookies and, if you don't, we generate new ones. This allows us to track how many individual users we have, and how often they visit the site. We use them to gather statistics, for example, the number of visits to a page, to help us identify if visitors would benefit from more information on a particular area.

How do I turn cookies off?

It is usually possible to stop your browser accepting cookies, or to stop it accepting cookies from a particular website.

All modern browsers allow you to change your cookie settings. You can usually find these settings in the 'options' or 'preferences' menu of your browser or by searching “cookies settings for Chrome”, for example.

Please note: switching off cookies may prevent some aspects of our website from working fully.