

SERIOUS

Serious Privacy Policy May 2018

Introduction

Serious promises to respect any personal data you share with us in line with your wishes. We aim to be clear when we collect your data and not do anything you wouldn't reasonably expect.

We have developed the following policy to help you understand how your personal information will be treated as you engage with us both online and off. Our policy reflects our duties to use information fairly, keep it secure, make sure it is accurate, and keep it up to date.

By signing up to our mailing list, participating in our events or supporting us as a donor, you accept this privacy policy and authorise Serious to collect, store and process your information in the ways explained.

Please read the following policy to understand how your personal information will be treated. It may change from time to time, so please check back periodically.

Who are we

Serious is a national arts organisation, and our work ranges from producing major concerts, festivals and national and international tours, to supporting artists via our talent development programmes and working with young people through learning and participation projects.

Serious Ltd, Serious Events Ltd and Serious Trust are separate entities; Serious Ltd is registered as a data controller with the Information Commissioner for the United Kingdom. The legal information for each entity is as follows:

- Serious Ltd is a company limited by guarantee registered in England and Wales (03111637).
- Serious Events Ltd is a company limited by guarantee without share capital in England and Wales (03307985)
- Serious Trust is a registered charity in England and Wales (1145535)

Where we collect information about you from

We collect information in the following ways:

When you give it to us DIRECTLY:

You may give us your information in order to sign up to our newsletter or participate in one of our events, to make a donation or communicate with us.

When you give it to us INDIRECTLY:

Your information may be shared with us by fundraising sites like JustGiving, if you make a donation to us, but will only do so when you have indicated that you wish to find out more about Serious and with your consent.

Your information may also be shared with us by venues or ticketing agents where you've opted in to sharing your information with the artistic organisation presenting the event.

In the above cases, you should check the third parties' Privacy Policy when you provide your information, to understand fully how they will process your data.

Social Media

Depending on your settings or the privacy policies for social media and messaging services like Facebook, WhatsApp or Twitter, you might give us permission to access information from those accounts or services.

When we collect it as you use our websites (both Serious and EFG London Jazz Festival sites)

By using our websites, social media pages, entering a competition, sharing your story or experiences or providing your information you consent to our collection and use of the information you provide in the way(s) set out in this policy. If you do not agree to this policy please do not use our sites, social media pages or services.

Google Analytics: Serious uses Google Analytics to monitor traffic levels, search queries and visits to this website. Google Analytics stores IP address (anonymously) on its servers in the United States, and neither Serious or Google associates your IP address with any personally identifiable information.

Information available publicly

This may include information found in places such as Companies House and information that has been published in articles/ newspapers.

What personal data we collect

The type and quantity of information we collect and how we use it depends on why you are providing it.

If you sign-up to our mailing list to receive information or make a donation to Serious Trust, we may collect:

- Your name
- Your contact details
- Information about your age bracket
- The UK region you live in

Where it is appropriate (and you have the right to decline to give this information) we may also ask for:

- The reason you have decided to donate to us. We will never make this question mandatory, and only want to know the answer if you are comfortable telling us.
- Information about your interests and hobbies
- Information on gender or ethnicity

If you participate in a project with us, we may ask you for information about how you found it and collect some personal data which may include:

- Your name
- Your contact details – telephone number, email and postal address (including postcode)
- Details of how you found out about the project
- Emergency contact details
- Information about your age bracket
- The UK region you live in
- Gender
- Instrument played and to what level
- Information relating to Ethnicity, disability or autism (anonymous)
- Access and learning needs and allergies or dietary requirements

How we use the data

We will mainly use your data to:

- Provide you with information on the Serious events and services you asked for
- Promote our products and services
- Administer your participation in an event
- Administer your donation or support your fundraising, including processing gift aid
- Keep a record of your supporter relationship with us
- To thank you for your support
- Ensure we know how you prefer to be contacted
- To help us identify and report on who is engaging with our work
- To help us identify and engage with our audience and participants
- Understand how we can improve our services, products or information

Under the new data protection law starting in May 2018 we have a number of lawful reasons that we can use (or 'process') your personal information.

With your consent, we will contact you to let you know about our year-round programme of activity, as well to keep you in touch with the progress our charity is making and ask for donations or other support.

We may process your personal data because it is necessary for the performance of a contract. For example, if you make a purchase from us or give a donation.

We may process personal data because it is in our legitimate interests to do so. We will use legitimate interests as a basis for processing your personal information where we have a genuine and legitimate reason AND we are not harming any of your rights and interests.

Some typical examples of when we might use the approach are: modifying or improving our services and processes, identifying usage trends and determining the effectiveness of our campaigns. We may analyse geographic, demographic and other information relating to you in order to better understand your interests and preferences in order to ensure that our communications are personal, relevant and timely. This research may be carried out internally by our employees or we may ask another company to do this work for us. In doing this, we may use additional information from third party sources when it is available including publicly available data about you. Carrying out this research allows us to target our resources more effectively.

Serious uses film, photographs and audio of audience members and participants who take part in projects and events, for promotional purposes on its website, social media accounts and other formats, under its legitimate interests basis for processing in those instances where it would not be necessary, appropriate or practicable to obtain your specific consent (for example, we may seek specific consent for prominent or impactful uses, but typically not for group shots, background inclusion or internal use).

We will **never** sell or share personal details to third parties.

Changing your preferences

We make it easy for you to tell us how you want us to communicate, in a way that suits you. We include information on how to opt out when we send you communications. If you don't want to hear from us, that's fine. Just let us know when you provide your data or contact us on 020 7324 1880 or info@serious.org.uk.

How we keep your data safe and who has access

We ensure that there are appropriate technical controls in place to protect your personal details. For example our online forms are encrypted and our network is protected and routinely monitored.

We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff, volunteers and contractors.

We may use external companies to collect or process personal data on our behalf. We do comprehensive checks on these companies before we work with them, and put a contract in place that sets out our expectations and requirements, especially regarding how they manage the personal data they have collect or have access to.

Some of our suppliers run their operations outside the European Economic Area (EEA). Although they may not be subject to same data protection laws as companies based in the UK, we will follow best practice in ensuring they provide an adequate level of protection in accordance with UK data protection law. By submitting your personal information to us you agree to this transfer, storing or processing at a location outside the EEA.

Sometimes we ask you to provide sensitive information, for example when you apply for a job. As with all the personal information we hold, sensitive information is held securely and restricted to those who need to use it. We will delete sensitive information when we no longer need it.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

Keeping your information up to date

We really appreciate it if you let us know if your contact details change.

You have a right to ask us to stop processing your personal data, and if it's not necessary for the purpose you provided it to us for (e.g. processing your donation) we will do so. Contact us on 020 7324 1880 or info@serious.org.uk if you have any concerns.

You have a right to ask for a copy of the information we hold about you. If there are any discrepancies in the information we provide, please let us know and we will correct them.

If you want to access your information, send a description of the information you want to see and proof of your identity by post to Serious, 51 Kingsway Place, Sans Walks, London, EC1R 0LU. We do not accept these requests by email so we can ensure that we only provide personal data to the right person.

Changes to this Policy

We may change this Privacy Policy from time to time. If we make any significant changes in the way we treat your personal information we will make this clear on the Serious website or by contacting you directly.

If you have any questions, comments or suggestions, please let us know by emailing info@serious.org.uk or in writing to Serious, 51 Kingsway Place, Sans Walk, London, EC1R 0LU