

Serious Privacy Policy

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 and selling Tickets for Events.

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, purchase tickets or make a donation or communicate with us.

Our charitable arm, The Serious Trust, relies on donations to underpin our work. To this end, for a small number of individuals, we seek additional information from publicly available sources to build a picture of your interests and preferences so that we can tailor our communications and requests for financial support appropriately, which we know is important to philanthropic donors. For those people we collect personal information (job title, directorships, contact information, demographic data (including estimated income and property value), date and size of previous donations to other charities, and details of philanthropic activities) from search engines, the press, social media (e.g.

LinkedIn) and reputable public data sources, including Trustfunding.org.uk, Companies House, Wealthmonitor, MINT (a database of company information) and European Newsstream.

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 X, 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, ticket platform, 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
- Email Address
- Phone Number
- IP Address

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

- Your name
- Your contact details
- Emergency contact details
- Information about your age bracket
- The UK region you live in
- Access needs and allergies or dietary requirements
- Issues relating to disability or autism

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 are purchasing tickets

We collect the following data to process a purchase:

- Name
- Postal Address
- Email Address
- Phone Number
- IP Address

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 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
- Understand how we can improve our services, products or information.
- Process the ticketing order

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 want to ensure that our communications are personal, relevant and timely. We may analyse geographic, demographic and other information relating to you in order to better understand your interests and preferences in order to contact you with the most relevant communications. 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.

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 marketing. 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, although we may charge a nominal fee of £10 to cover the costs involved. 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 Events, Unit 127, Mare Street Studios, 203/213 Mare Street, Hackney, London, E8 3JS. 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,

Serious Events, Unit 127, Mare Street Studios, 203/213 Mare Street, Hackney, London, E8 3JS