

WEST END CALLING

PRIVACY POLICY

Registered charity number: 1204485

Introduction

West End Calling is committed to protecting your personal data. As a company it is necessary for us to collect, store and process personal data about our customers, suppliers, and other third parties who we engage with to provide services for us or who we work with. This Privacy Policy gives you detailed information on when and why we collect your personal data, how we use it and how we keep it secure.

With the introduction of the General Data Protection Regulation ((EU) 2016/679) (GDPR), the way personal data is kept and used by businesses has come under much greater scrutiny. This Privacy Policy is therefore very important to us and sets out how we will process personal data we collect from, or is provided by, data subjects and others on their behalf.

This Privacy Policy sets out how we comply with our legal obligations when processing personal data and enables individuals about whom we hold data to have confidence in us. It is important that you read this Privacy Policy.

If you would like to revise the information provided to us at any time, or feel what we currently have on record is incorrect, you may update the information by e-mailing info@westendcalling.co.uk

How we collect your personal data

We collect your information when you interact with us. This could include you sending us your details online, over the phone or in person.

We collect information in a number of ways which are listed below:

- When you use our website to enter the competition
- When you contact us by phone to enquire about our competition.
- When you audition in the first round.
- When you visit our website we use cookies to help make the experience of using our website better and to personalise the service you receive from us – this means we will remember your previous visits and track the pages on our website that you visit.
- You may provide us with information to be used in connection with a show or performance.

The type of personal data we collect

We only collect the information that's necessary to carry out our business, provide the particular service you've requested and/or to keep you informed. There are occasions when you can choose not to give us certain information, but this may limit the level of personalisation we can offer e.g. – for example, you may not get to hear about a workshop or an event you would have loved to have attended.

In the case of personal data relating to a child under the age of 16, we will require the consent of a parent or legal guardian. Individuals aged 16 or over may give, refuse or withdraw consent (whether the consent was originally given by themselves or on their behalf) themselves.

The type of information we collect depends on where and when it is gathered:

Information we obtain directly from you:

When you visit our website or contact us to enquire about a service, to enter, become a volunteer or attend an event, we need to collect information from you in order to provide the service you are requesting.

We may collect:

- Your Name
- Your Child's Name
- Gender
- Pronouns
- Your Email Address
- Your Telephone number
- Your Child's Date of Birth
- Contact phone number(s)
- Payment Details
- Your Child's Medical Information
- Performance experience
- Social media links

When visiting our website we may collect the following information:

Cookie Policy

Cookies are small pieces of information that are stored by your browser on your computer's hard drive. They make it possible for us to track visitor statistics, such as returning visitors. This website uses Google Analytics

Cookies. These cookies are used to collect information about how visitors use our site.

The cookies collect information in an anonymous form, so we don't know who is using our site. We use the information on how people use our website to compile reports and to help us improve the site. You can go to <http://www.google.com/analytics/learn/privacy.html> to find out more about Google Analytics cookies and how to opt-out of them.

Information available publicly:

We may include information published in articles/ or newspapers or on freely accessible social media platforms.

Why we collect your personal data and how we use it

The information we hold on you will be used to provide a service you have requested, offer you a personalised experience and understand your needs better, inform you of events or updates you've asked for or contact you if we need to obtain or provide additional information.

Specifically, we use your information we collect in the following ways:

To carry out our business and to provide a service or fulfil a contract with you:

- For registration and information requests.
- Medical details are obtained to enable us to fully support your child's welfare.
- Provide the best possible customer services and to help us with internal administration.
- Contact you with important information relating to your registration, such as confirming your request, reminding you of an upcoming event or letting you know about changes to the service.

Where we have your consent:

- Send you updates via email and WhatsApp about upcoming events and opportunities that we think may be of interest to you.
- Use your personal data (or that of your child) in our marketing campaigns.

How we process your personal data

West End Calling will never share, sell, rent or trade your personal information to any third parties for marketing purposes without your prior consent.

Despite all our precautions, no data transmission over the internet is 100% secure. So, we cannot guarantee the security of any information which you disclose to us and so wish to draw your attention to the fact that you do so at your own risk.

Keeping your personal data secure

West End Calling is committed to protecting the personal information you entrust to us. We adopt robust and appropriate technologies and policies, so the information we have about you is protected from unauthorised access and improper use.

We will keep your information only for as long as is reasonably necessary for the purposes set out in this Privacy Policy and to fulfil our legal obligations. We will not keep more information than we need. The retention period will vary according to the purpose. For example, past contestants (24 months), enquiries (24 months).

Your rights

You should find it easy to access and amend the personal information that we hold on you, or request that we stop contacting you. It's your data and we want to make sure you feel in control of it.

Every email we send to you will include details on how to change your communications' preferences or unsubscribe from future communications. If you would like to see what information we hold, you can request full details.

You can also request full details of personal information we hold about you under the Data Protection Act 1998, or after 25 May 2018, The General Data Protection Regulation 2018. If you have given consent to the collection, processing and transfer of your personal data for a specific purpose, you have the right to withdraw your consent for that specific processing at any time.

When dealing with a request from a child relating to any of the above rights, we will need to make a decision on whether the information should be provided to them or to

their parents/legal guardian and will be guided by the individual's age at the time of request and their level of understanding about what they are requesting and why. For these purposes, we take the view that most children will reach this level of understanding at around age 16.

What do the terms used in this Privacy Policy mean?

Data subject means a living individual about whom we hold personal data.

Data controller is a term used to describe the people who, or organisations which, determine the purpose and manner for which any personal data is processed.

Data processors means any person or organisation that processes personal data on our behalf and on our instructions.

Personal data means data relating to a data subject who can be identified (directly or indirectly) from that data (or from that data and other information in our possession or available to us). Personal data can be factual (e.g. a name, address, date of birth or a photograph etc.) or it can be an opinion about that data subject, their actions and behaviour.

Processing is a term used to describe what we do with the data, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction. Processing also includes transferring (or disclosing) personal data to third parties.