

# Data Privacy Notice

This notice sets out the basis on which we (The Music Works) will process any personal data that we collect from you, or about you, or that you provide to us. Please read this notice carefully to understand our policy and practices regarding your personal data and how we will treat it. For the purpose of data protection law, the data controller of your data is The Music Works (Charity), a company registered in England and Wales with registered company number 05195345 and registered address at Kings House, 27 St Aldate Street, Gloucester, GL1 1RP. As a data controller we have registered with the Information Commissioner's Office and our registration number is ZA796732.

Board Champion	Chair
Staff Champion	Jessica Fairclough (data protection lead)
Data Protection Administrator	Ben O'Sullivan
Last Reviewed	January 2023
Next Review Date	January 2025

## 1. Introduction

**This notice describes the types of personal data we collect and how we use it.**

Please take a moment to read this notice so you know what we do with your personal data and what rights and choices you have about our use of your personal data. This notice may change so it's a good idea to come back and read through it again, from time to time.

More detail of our policies and practices as a charity is held in our [policies and reports page](#).

We take people's privacy and rights very seriously. We adhere to guidance from national bodies such as Youth Music and the Charity Commission and are committed to protecting your privacy. We'll only use the information that we collect about you lawfully, in accordance with the **General Data Protection Regulation (GDPR)** (a regulation in EU law on data protection and privacy for all individuals which has now been incorporated into UK law).

## 2. Procedures

### What personal data we collect

We may collect a range of personal data about you. It will almost certainly include your name and contact details, and if you are a young person or vulnerable adult to whom we are providing services it will include what services we provide, when and where we provide them, and if necessary (and if you or your parent/guardian agrees) details of your physical or mental health and other special needs. If you are a parent, caregiver, teacher or someone else with responsibility for a young person or vulnerable adult the personal data will include your name, contact details and details of those you are responsible for. We collect as much information as is necessary for us to do our job.

### How we collect the personal data

We obtain your personal data in the following ways:

- When you provide it to us directly
- As part of the registration process for our occasional e-newsletters
- As part of the registration process for some of our activities and events out of school e.g. in our studios or other community settings
- As part of our work with other professionals working in schools, social services, youth support, and other agencies working with children and young people
- When you make a donation or fundraises for us

## **Why do we collect personal data?**

We collect, store and use personal data for a number of reasons:

- if you are a young person or vulnerable adult for whom we provide services or facilities, to contact you, to arrange meetings and events, and to provide those services or facilities
- if you are a parent, caregiver, teacher or someone with responsibility for a young person or vulnerable adult, to contact you (for example, if you have a daughter/son taking part in one of our activities, and they need you; or if you're a teacher or other professional who's working with us; or if we want to make sure you're happy with our services)
- if it is important for us to have an understanding of your physical or mental health, to make sure you are safe and that your needs are met
- (when we have your consent) to let you know about future similar events and opportunities for young people or vulnerable adults or those who work with/care for them and other news about our work in transforming lives through music
- to understand the difference we make, to whom, and how many people we are reaching; so we can learn and improve, report to funders, and be transparent about the size and nature of our work

Except in cases where we ask for your consent, we process your personal data on the basis that it is in our legitimate interests to provide services and to deliver on our mission as a charity, and where we provide services to schools and other organisations, on the basis that it is in their legitimate interests as well that we provide those services.

## **Data sharing**

We don't rent or trade email lists with other organisations and businesses. We will keep your details for a maximum of three years (seven years for gift aid), after which time we will contact you again to give you the option to remain on our databases – if we don't hear from you, we will then remove your details.

- We will only share data with third parties when necessary to fulfil the purposes of the charity. We require all third parties to comply with relevant data protection legislation.

Examples of the third parties your data may be shared with are:

- MailChimp, for e-newsletters. <https://mailchimp.com/legal/privacy/>  
Through this service we gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. You can unsubscribe to general mailings at any time by clicking the unsubscribe link at the bottom of any of our emails or by emailing [info@themusicworks.org.uk](mailto:info@themusicworks.org.uk)
- Upshot, for evaluation. <http://www.upshot.org.uk/legal/>
- DropBox, for some of our contacts databases.  
[https://www.dropbox.com/en\\_GB/security/GDPR](https://www.dropbox.com/en_GB/security/GDPR)
- Google Drive for some of our contacts databases.  
<https://cloud.google.com/security/gdpr/>

Organisations such as

Factory <https://factory.com/>

Milestone Research <https://www.milestoneresearch.co.uk>

- to create a fuller understanding of your interests and support to help identify people who may be able to support us with a larger gift, so we can be efficient and cost-effective with our resources.
- [Hubspot](https://www.hubspot.com/data-privacy/gdpr) - for some of our contacts databases - <https://www.hubspot.com/data-privacy/gdpr>

In some cases, your personal data may be transferred outside the UK as a result of our use of the above services. If that is the case the transfer is made in accordance with the security arrangements and procedures detailed in the service's terms and conditions.

## **Website cookies and Google Analytics**

Cookies are small pieces of information stored by your internet browser onto your computer's hard drive. Like most website providers, The Music Works may use cookies to enable us to make a link between you and the information you have provided to our website and thereby to provide you with personalised content so that we can give you a better experience when you return. Most web browsers automatically accept cookies, although you can choose not to on your browser. We ask for your consent (by way of the cookie banner) to set any cookies that are not necessary for our website to operate (such as analytics cookies), as the law requires us to do.

An IP address is a number that can uniquely identify a specific computer (or other network device on the internet). We may use analysis software to look at IP addresses and cookies for the purpose of enhancing your user experience. This information is not used to develop a personal profile of you and any log files will be regularly purged.

When someone visits [www.themusicworks.org.uk](http://www.themusicworks.org.uk) we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. You have the option to prevent Google Analytics collecting information by selecting the appropriate choice on the cookie banner.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. You can find more information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

## **Website links**

This website contains links to other websites. We are not responsible for the privacy practices of these websites and you should read their own privacy policies. The privacy practices described here apply only to personal data collected by The Music Works.

### **What if I am a user aged under 16?**

GDPR regulations allow for young people aged 13 and above to give their consent for organisations to contact them and use their personal data. Where we feel we need further consent from a parent or caregiver due to the nature of the work and the young person we need the personal data from, we will seek and obtain that consent before processing that data.

For those under the age of 13, we will seek and obtain consent from a parent or caregiver before processing their personal data.

### **Sensitive information about young people**

Additional rules apply to the use of personal data about people's health, including mental health, which is now referred to as 'special category personal data'. Therefore in order to carry out some of our work (e.g. programmes of work in school with young people who have mental health problems, or emotional and behavioural difficulties) we may need to collect and hold special category personal data on our databases in order to carry out our work.

This generally applies:

- a) when we collect information on booking forms – where we need information in order to carry out our work to meet the needs of the individual or in case of emergencies – e.g. information about special educational needs/disabilities, mental health, medical conditions. In this case we ask the parent/carer to provide any information they feel is important and ask them to ensure the young person or vulnerable adult is also happy for us to have this information.
- b) where we use 'referral forms' and information is provided to us by other professionals working with those young people or vulnerable adults who have either

obtained the consent of the young person or vulnerable adult or have collected the information on another lawful basis of processing, which will usually be for the purposes of health and social care.

## **Photography/videography**

Photographs and videos featuring individuals are considered personal data under the GDPR. We have a media consent form which requests young people and vulnerable adults (and their parents/carers if they are under 13 or we believe that they need support) to make a fully informed decision whether to provide their consent for photos/videos of them (or audio) to be used by us, and we will comply with the decision made on that form. This process applies unless we are working in a school and the school can confirm by email that they have already obtained sufficient and appropriate consent for us, as a third party, to publish in the way we intend and for the intended purpose.

## **Can I find out what personal information The Music Works holds about me?**

Under the GDPR, you have the right to request a copy of the personal data we hold about you. Please contact [info@themusicworks.org.uk](mailto:info@themusicworks.org.uk)

## **What other rights do I have?**

You have the following additional rights in relation to your personal data:

- The right to require us to correct any inaccuracies in your personal data;
- The right to object to decisions about you being taken by automated means (although we do not make any decisions by automated means);
- If we have sought your consent as regards any processing, the right to withdraw your consent at any time; and
- The right to ask us not to process your personal data for direct marketing purposes

You also have the following rights in relation to your personal data in certain circumstances:

- The right to restrict or object to our use of your personal data;
- The right to require us to provide a copy of your personal data to others; and
- The right to require us to erase your personal data

If you become aware of errors or inaccuracies in the data we hold about you, or you would like to exercise any of these rights, please email [info@themusicworks.org.uk](mailto:info@themusicworks.org.uk)

## **Building profiles of supporters**

At The Music Works, our transformational work is only made possible thanks to the generosity of our supporters – so it's vital that our fundraising efforts are as effective as they can be. By developing a better understanding of our supporters through researching them using publicly available sources, we can tailor and target our fundraising events and communications to those most likely to be interested in them. This allows us to be more efficient and cost-effective with our resources, and also reduces the risk of someone receiving information that they might find irrelevant, intrusive or even distressing. We may undertake this research in-house or we may engage other organisations such as Factory or Milestone Research to undertake this research.

After taking a supporter's communications preferences into account, we use information we hold on the supporter to research their potential to be a significant donor and collect additional details relating to their employment and any philanthropic activity. We may also estimate their gift capacity, based on their visible assets, history of charitable giving and how connected they are to us.

We use existing data from our own database and combine this with information from publicly available sources such as charity websites and annual reviews, corporate websites, public social media accounts, the electoral register and Companies House in order to create a fuller understanding of someone's interests and support of us. We only use reputable sources, and we only collect information in the public domain. We



avoid any data that we believe has not been lawfully or ethically obtained, and we do not use information sources which have not been broadcast or made public.

## **Contact Us**

If you have any questions or concerns about our use of your personal information you should write to or email The Music Works at the address below.

The Music Works  
Kings House, 27 St Aldate Street, Gloucester  
Gloucestershire GL1 1RP

E: [info@themusicworks.org.uk](mailto:info@themusicworks.org.uk)