

Wiltshire Music Centre Trust

Privacy Notice

Last updated: 23 May 2018



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SECTION ONE

Purpose of Privacy Notice

The Wiltshire Music Centre Trust Ltd is committed to protecting your personal information and being transparent about what information we hold about you. We will use information that we collect about you in accordance with the General Data Protection Regulation 2016 and Data Protection Act 1998.

Using personal information allows us to develop a better understanding of our customers, staff, users, partners and any other individual that we come into contact with. In this way we aim to provide you with relevant and timely information about the work that we do – both on and off stage. As a charity, it also helps us to engage with potential donors and supporters.

We aim to be clear when we collect your personal information and not to do anything with your data that you wouldn't reasonably expect.

We use your information in accordance with all applicable laws concerning the protection of personal information. This notice explains:

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Our use of cookies to improve your use of our website
- How we keep your personal information secure, how we maintain it and your rights to be able to access it

If you have any queries about this privacy notice, please use the contact information at the end of this notice.

Who we are

Wiltshire Music Centre Trust Ltd is a company limited by guarantee (no. 2661682) and a charity registered in England and Wales (no. 1026160).

Wiltshire Music Centre is supported by Arts Council England, Wiltshire Council and various trusts and foundations. The rest of our income is derived from ticket sales, lettings, commercial activities, sponsorships and individual donations.

The Chief Executive, Maud Saint-Sardos is the Data Controller on behalf of Wiltshire Music Centre Trust. WMCT is registered with the ICO (Registration number Z7424660).

SECTION TWO

1. Wiltshire Music Centre customers

Information collection

Information you give us

Customers give us information when they purchase a ticket at the box office or online, sign up for an event, update their preferences on our website, make a donation or communicate with us.

Information about your interactions with us

We maintain a record of your transaction history, but we do not store your payment card numbers (although we may keep a note of the last four digits to help us identify transactions).

We keep a record of emails that we send to you, and we may track whether you receive or open them, so that we can make sure that we are sending you the most relevant information. We may then track any subsequent actions online, such as buying a ticket.

Special category data

Data Protection Law recognises that certain types of personal information are more sensitive, such as health information, race, religious belief and political opinions. We do not usually collect this kind of information about our customers unless there is a clear reason for doing so. As an example, we may collect health information about the participants in our Creative Learning programme or when you are applying for a job. As with all the personal information that 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.

Legal basis for processing your personal information

There are three bases under which we may process your personal information:

Contract purposes

When you make a purchase from us or make a donation to us, you are entering into a contract with Wiltshire Music Centre Trust Ltd. To perform this contract we need to process and store your data. For example, we may need to contact you by email or telephone in the case of a cancelled show or in the case of problems with your payment.

Legitimate interest

In certain situations we collect and process your personal information for purposes that are in our legitimate organisational interests. However, we only do this if there is no overriding prejudice to you by using your personal information in this way. We describe below the situations where we may use this basis for processing.

Consent

For any situations where the two bases described above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

Marketing communications

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as what events you have booked for in the past, as well as any preferences you may have told us about.

We use our legitimate organisational interest as the legal basis for sending marketing communication by post and email. In the case of postal mailings, you may object to receiving these at any time using the contact details at the end of this notice. In the case of email, we will give you an opportunity to opt out of receiving them during your first transaction with us. If you do not opt out, we will provide you with an option to unsubscribe in every email that we subsequently send you, or you can alternatively use the contact details at the end of this notice to let us know you would like to unsubscribe.

We may also contact you about our work by telephone, however we will always get explicit consent from you before doing this. Please bear in mind that this does not apply to telephone calls that we may need to make to you related to your purchases, as mentioned above.

Other processing activities

In addition to marketing communications, we also process personal information in the following ways that are within our legitimate organisational interests:

- We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible
- We may analyse data we hold about you to identify and prevent fraud
- To improve our website we may analyse information about how you use it and the content and advertisements that you interact with
- We use data you provide, sometimes together with data obtained elsewhere, for managing our fundraising efficiently and effectively so that we can raise more to support our artistic and creative learning programmes. This will include data which helps us effectively target and tailor our communications so that we can make appropriate requests to supporters who may be able to support us at a higher level. We also use publicly available information to find new potential supporters and invite them to be involved in supporting the Wiltshire Music Centre through tailored communications which may be of interest to them.

If you would prefer us not to use your data this way please let us know by emailing info@wiltshiremusic.org.uk or telephoning us on 01225 860 110.

Data Processors

Patronbase (UK) Partners Ltd

Our box office and Customer Relationship Management is provided by Patronbase UK Partners Ltd.

MailChimp (The Rocket Science Group LLC)

We use MailChimp to send email newsletters and process data on behalf of WMCT.

Martell Mailings

Our season brochure is mailed twice a year using Martell Mailings Ltd.

In all of the above cases we will always keep your rights and interest at the forefront to ensure that they are not overridden by our own interests. You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details at the end of this notice. Please bear in mind that if you object this may affect our ability to carry out the tasks above that are for your benefit.

Third parties

There are certain circumstances where we may disclose your personal information to third parties. These are as follows:

- To those companies listed above who process data on our behalf and on our instructions. In these cases we require that these third parties comply strictly with our instructions and with data protection laws, for example around the security of personal data.
- Where we are under a duty to disclose your personal information to comply with any legal obligation (for example to government bodies and law enforcement agencies).
- To specific named visiting companies or promoters whose performances you have attended. In these cases we will always ask for your explicit consent before doing so.
- In order to comply with the terms of our public funding agreement, our attendance data is securely transferred to an aggregator called The Audience Agency, where the data is anonymised and pooled with other public-funded organisations for reporting and analysis purposes.

Cookies

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function as well as providing website operators with information on how the site is being used.

Wiltshire Music Centre website

Drupal

The Wiltshire Music Centre website uses the Drupal Content Management System and uses JS. This is a simple cookie to flag whether a user's browser has JavaScript enabled. It has no privacy or personal data implications.

Google Analytics

Our website includes a number of cookies that are used to report browsing data via Google Analytics. Google Analytics anonymises the user's IP address and also respects 'do not track' settings in a user's browser. Our Google Analytics report includes Demographics and Interest Reports, which includes age, gender and interest data. You can find out more about the cookies used to enable Google's analytics here: <http://www.google.com/analytics/learn/privacy.html>

YouTube

YouTube sets a number of cookies that facilitate the capture of a user's browsing behaviour.

If a user is logged into their Google account, then that browsing behaviour is associated with their account. Google has more information on their privacy controls here:

<https://policies.google.com/privacy?hl=en-GB&gl=uk>

Online ticket booking using Patronbase

We use a mixture of essential and non-essential cookies as part of the booking process to ensure you have the best possible experience.

Essential cookies

To keep track of your order it is essential that we store a 'session cookie' on your computer. This cookie will last for 60 minutes.

Non-essential cookies

We use a few non-essential cookies to customise your booking experience and help make it easier and more enjoyable for you. These extra cookies are used to store things like your login details so that you will be automatically logged in each time you visit our site.

Before storing any of these cookies for the first time, we will alert you and ask your permission before proceeding. If you do not wish to store these cookies you will not be able to use that particular feature, but the rest of the site will continue to work correctly.

Your debit card and credit card information

If you use your credit or debit card to purchase from us or to make a donation, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS). You can find out more information about this standard [here](#).

Maintaining your personal information

We store your personal information indefinitely such that for any subsequent purchases you make we are able to link them back to a single unique record that we hold for you on our system.

However, if there has been no contact with Wiltshire Music Centre for five years we will anonymise your data so that only your purchase history is available to us to for analysis purposes.

If there are aspects of your record that are inaccurate or that you would like to remove, you can do this by logging in to your account through our website or with our box office staff when purchasing tickets on the phone or in person. Alternatively, please use the contact details at the end of this notice.

Any objections that you make to any processing of your data will be stored against your record on our system so that we can comply with your requests.

2. Job applicants, current and former WMCT employees

Information collection (applicants)

- All of the information you provide during the application process will only be used for the purpose of progressing your application, or to fulfil legal or regulatory requirements if necessary.
- We will not share any of the information you provide during the recruitment process with any third parties for marketing purposes or store any of your information outside of the European Economic Area. The information you provide will be held securely by us whether the information is in electronic or physical format.
- We will use the contact details you provide to us to contact you to progress your application. We will use the other information you provide to assess your suitability for the role you have applied for.
- We do not collect more information than we need to fulfil our stated purposes and will not retain it for longer than is necessary.
- The information we ask for is used to assess your suitability for employment. You don't have to provide what we ask for, but it might affect your application if you don't.

Legal basis for processing your personal information

There are three bases under which we may process your personal information:

Contract purposes

Information collected and processed by WMCT of current employees is done so for contractual reasons such as:

- payment of salary and other payments
- information required for pension provision

Anonymised data, such as equal opportunities data, is collected to fulfil WMCT's contractual obligation to Arts Council England and other funders.

Legitimate interest

WMCT collects data in relation to the recruitment and selection of employees in the legitimate business interests of the organisation where there is no infringement of the rights of the individuals concerned.

Legal obligation

Information is also held and processed for legal obligation such as information supplied to HMRC for tax and National Insurance payments.

Consent

For any situations where the three bases described above are not appropriate, we will instead ask for your explicit consent before using your personal information.

Application stage

- We ask you for your personal details including name and contact details. We will also ask you about your previous experience, education, referees and for answers to questions relevant to the role you have applied for. Our recruitment team will have access to all this information.
- You will also be asked to provide equal opportunities information. This is not mandatory information – if you don't provide it, it will not affect your application. This information will not be made available to any staff outside of our recruitment team, including hiring managers, in a way which can identify you. Any information you do provide will be used only to produce and monitor equal opportunities statistics.

Shortlisting

- Our hiring managers shortlist applications for interview. They will not be provided with your equal opportunities information if you have provided it.
- In line with safeguarding guidelines, for some roles we may ask to contact your referees, using the details you provide in your application, directly to obtain references before interview.

Assessment

- We may ask you to attend an interview. Information will be generated by you and by us. For example, you might complete a written test, or we might take interview notes. This information is held by WMCT.
- If you are unsuccessful following assessment for the position you have applied for, we may ask if you would like your details to be retained for a period of eight months. If you say yes, we would be able to proactively contact you should any further suitable vacancies arise.

Offer of employment

If we make a conditional offer of employment we will ask you for information so that we can carry out pre-employment checks. You must successfully complete pre-employment checks to progress to a final offer. We are required to confirm the identity of our staff, their right to work in the United Kingdom and seek assurance as to their trustworthiness, integrity and reliability. If we have not done so before, we will contact your referees, using the details you provide in your application, directly to obtain references.

If we make a final offer, we will also ask you for the following:

- Proof of your identity – you will be asked to attend our office with original documents, we will take copies
- Proof of your qualifications (if relevant) – you will be asked to attend our office with original documents, we will take copies
- We will provide your email address to the Swift Check who will contact you to complete an application for an Enhanced Criminal Record check via the Disclosure and Barring Service. We will keep a record of the date and result of this check
- Bank details – to process salary payments
- National Insurance number
- Emergency contact details – so we know who to contact in case you have an emergency at work

Application forms of successful candidates are held for a period of 6 months in a secure area to which only the Chief Executive and Artistic Director and a designated Trustee have access. Any other copies of information held by hiring managers will be destroyed.

A record of an employees enhanced Disclosure Barring Service Certificate is recorded including the date and number and whether the result was satisfactory or not.

Individual rights

All staff members have a right to gain access to information that is kept about them. The right applies, for example, to sickness records, disciplinary or training records, appraisal or performance review notes, e-mails, word-processed documents, e-mail logs, audit trails, information held in general personnel files and interview notes, whether held as digital files, or as structured paper records.

Third parties

We share the data of our employees where we are legally obliged to do so or for contractual reasons.

- HMRC for tax and national insurance payments
- People's Pension for pension contributions
- SwiftCheck as part of the Disclosure Barring Service process

The exception is where we are under a duty to disclose your personal information to comply with any legal obligation (for example to government bodies and law enforcement agencies).

WMCT also shares anonymised information about the workforce with ACE as part of its reporting requirements. No personal information is shared with them.

Maintaining your personal information

- Records related to recruitment, selection and employment are held by the Chief Executive in a secure area of the Shared Drive.
- Records of salaries and payments will be retained for seven years after the employment ends to meet HMRC requirements. After this this information will be removed.
- Data such as employees' personal records, performance appraisals, employment contracts, etc. will be held on to for seven years after they have left.

Please help us to keep the data we hold on you accurate and up to date by letting us know of any changes to your address or other details.

3. Volunteers

Information collection

- All of the information you provide during the process will only be used for the purpose of progressing your application, or to fulfil legal or regulatory requirements if necessary.
- We will not share any of the information you provide during the recruitment process with any third parties for marketing purposes or store any of your information outside of the European Economic Area. The information you provide will be held securely by us whether the information is in electronic or physical format.
- We will use the contact details you provide to us to contact you to progress your application.
- We do not collect more information than we need to fulfil our stated purposes and will not retain it for longer than is necessary.
- The information we ask for is used to assess your suitability for volunteering. You don't have to provide what we ask for, but it might affect your application if you don't.
- Once you are involved with or volunteer programme we store your personal contact details so that we can keep you informed of volunteering opportunities.

Legal basis for processing your personal information

Legitimate interest

WMCT collects data in relation to the recruitment of volunteers in the legitimate business interests of the organisation where there is no infringement of the rights of the individuals concerned.

Contract purposes

Anonymised data, such as equal opportunities data, is collected to fulfil WMCT's contractual obligation to Arts Council England and other funders.

Third parties

We do not share your information with third parties unless you give your explicit consent to do so.

The exception is where we are under a duty to disclose your personal information to comply with any legal obligation (for example to government bodies and law enforcement agencies).

WMCT also shares anonymised information about the workforce with ACE as part of its reporting requirements. No personal information is shared with them.

Maintaining your personal information

We retain your information while you are an active volunteer with us. If you resign as a volunteer, we will retain your name, address, email address and length of service indefinitely unless you advise us that you wish to be removed. This means that we can keep in touch with you about the work of WMCT and invite you to alumni events and celebrations.

This information is held in a restricted folder on the shared drive.

Please help us to keep the data we hold on you accurate and up to date by letting us know of any changes to your address or other details.

If you would like your personal information to be deleted, please let the Volunteer Coordinator know or use the contact details at the end of this privacy notice.

4. Creative Learning activities: artists and practitioners

Information collection

We collect the following information for artists and practitioners working with us on Creative Learning projects:

- Name, address, email, phone numbers
- DBS Certificate number and date
- Bank details and financial information for invoicing and payments
- Information about your area of speciality, such as musical instrument, to match you to projects managed by the Wiltshire Music Centre

Legal basis for processing your personal information

There are two lawful bases for holding and processing your personal information.

Legitimate Interest

We collect and process your personal information for purposes that are in our legitimate organisational interests. However, we only do this if there is no overriding prejudice to you by using your personal information in this way.

Contract purposes

We hold information about you so that we can make payment to you for services provided to the Wiltshire Music Centre.

Third parties

We do not share your information with third parties unless you give your explicit consent to do so.

The exception is where we are under a duty to disclose your personal information to comply with any legal obligation (for example to government bodies and law enforcement agencies).

Maintaining your personal information

We store your personal information indefinitely.

Please help us to keep the data we hold on you accurate and up to date by letting us know of any changes to your address or other details.

If you would like your personal information to be deleted, please let the Head of Creative Learning know or use the contact details at the end of this privacy notice.

5. Creative Learning participants

Information collection

When you complete an application form for any of our Creative Learning projects we will ask for name, address, email and telephone numbers so that we can keep in touch with you throughout the project and keep you informed about other projects you might be interested in. In the case of young people under 18 we require parental consent. We may also ask you your date of birth and name of school for monitoring and evaluating purposes. Where relevant we may ask you which instrument you play, the highest grade achieved and who your instrumental teacher is.

For participants with special needs we will be asking for contact details of carers or guardians so that we can keep in touch with them about the programme.

For our orchestral tours we will ask you for more detailed information including health information which we will only share with medical professionals in the event of a medical emergency.

Legal basis for processing your personal information

There are two lawful bases for holding and processing your personal information.

Legitimate interest

We process your information in the legitimate interests of the Creative Learning programme of WMCT. We will always be mindful of safeguarding our participants, particularly if they are under 18 or are vulnerable adults where we will seek consent from the parent or guardian's consent.

Vital interest

Health information is collected in the vital interest of the participants for the duration of the orchestral tour and only with your consent and in the case of anyone under 18 with their parent or guardian's consent.

Consent

For any situations where the two bases described above are not appropriate, we will instead ask for your explicit consent before using your personal information.

Third parties

We do not share your data with any third party except with your explicit consent in that specific situation.

Maintaining your personal information

We retain information about you for up to two years after your last engagement with one of our Creative Learning projects. After this point your information is anonymised and retained for monitoring and evaluation purposes.

All information held on you is kept in folders with restricted access.

SECTION THREE

Security of your personal information

We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible. We will ensure that any third parties we use for processing your personal information do the same.

Your rights to your personal information

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected. Please use the contact details at the end of this privacy notice if you would like to exercise this right. For further information please see the [ICO website](#).

Changes to this notice

We may need to change this Privacy Notice from time to time. We will alert you to material changes by, for example, placing a notice on our website and/or by sending you an email when we are required to do so by applicable law. You can see when this Privacy Notice was last updated by checking the date at the top of this document.

You are responsible for periodically reviewing this Privacy Notice.

Get in touch

Please get in touch with us if you have any questions about any aspects of this privacy notice, and particularly if you would like to object to the processing of any of your personal information.

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