

Skylarker.co.uk

Our Privacy Policy

This Privacy Notice explains in detail the types of personal data we may collect about you when you interact with us. It also explains how we will store and handle that data, and keep it safe.

What is the legal basis we rely on?

The law on data protection, based on the General Data Protection Regulation and formerly the Data Protection Act, sets out a number of different reasons for which a company may collect and process your personal data, including:

Consent

We may collect and process your data with your consent. This may be when you have ticked a box to receive future communications from us in a paper document or email. When collecting your personal data, we will make clear to you which data is necessary in connection with a particular service.

Contractual obligations

We need your personal data to comply with our contractual obligations. If you have booked a performance, workshop or course for you and your child then we will need your contact details for example.

Legitimate interest

In specific situations, we require your data to pursue our legitimate interests in a way which might reasonably be expected as part of running our business and which does not materially impact your rights, freedom or interests. For example, if we have worked for you before we may use your address details to tell you about new courses, performances and opportunities that we think may interest you.

When might we collect personal data?

1. When you visit our website.
2. When you make a booking.
3. When you engage with us in our performances or in our workshops.

4. When you engage with us on social media.
5. When you contact us by any means to make enquiries.
6. When you comment on or review our services.
7. Third Parties: Pages on our website may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

What sort of personal data do we collect?

- For an enquiry: your name, address, email and telephone number. We keep this information for customer service purposes, but do not use it for marketing purposes.
- Signed contracts and/or other documents you may provide e.g. payment information.
- Publicity photographs and/or film taken during our performances or workshops.
- Questionnaires for evaluation purposes.
- Your comments and reviews.
- Your social media username, if you interact with us through those channels, to help us respond to your comments, questions or feedback.
- Our website collects anonymous analytics data.
- Third Parties: embedded content may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

How and why do we use your personal data?

- To perform any contract we have agreed with you. If we do not collect your personal data during this process, we will not be able to provide the required services and comply with our legal obligations.
- To respond to your queries. Handling the information you sent enables us to respond. We may also keep a record of this to inform any future communication with us and to demonstrate how we communicated with you throughout. We do this on the basis of our contractual obligations to you, our legal obligations and

our legitimate interests in providing you with the best service and understanding how we can improve our service based on your experience.

- To protect our business from fraud and other illegal activities. We will do all of this as part of our legitimate interest.
- With your consent, we will use your personal data to keep you informed by email, social media, text, telephone or post about relevant services and events. Of course, you are free to opt out of hearing from us by any of these channels at any time.
- To send you communications required by law or which are necessary to inform you about our changes to the services we provide you. For example, updates to this Privacy Notice and legally required information relating to your orders. These service messages will not include any promotional content and do not require prior consent when sent by email or text message. If we do not use your personal data for these purposes, we would be unable to comply with our legal obligations.
- To develop, evaluate and promote the work and services we provide. We will do this on the basis of our legitimate business interests.
- To send you survey and feedback requests to help improve our services. These messages will not include any promotional content and do not require prior consent when sent by email or text message. We have a legitimate interest to do so as this helps make our products or services more relevant to you. You are free to opt out of receiving these requests from us at any time by contacting us.

How we protect your personal data?

We know how much data security matters to all our clients. With this in mind we will treat your data with the utmost care and take all appropriate steps to protect it. Our computers and mobile devices are all password protected. We regularly review our security.

How long will we keep your personal data?

Whenever we collect or process your personal data, we will only keep it for as long as is necessary for the purpose for which it was collected. At the end of that retention period, your data will either be deleted completely or anonymised, for example by aggregation with other data so that it can be used in a non-identifiable way for statistical analysis and business planning.

Who do we share your personal data with?

We do not share your information with third parties, unless legally required to do so. The only exception would be if we employed another performer or service provider, in which case they would only be given information necessary to carry out that task, e.g. venue and contact details.

Where is your personal data processed?

Unless we inform you otherwise your data will not be processed outside the UK.

What are your rights over personal data?

You have the right to request the following:

- A. Access to the personal data we hold about you, free of charge in most cases.
- B. The correction of your personal data when incorrect, out of date or incomplete.
- C. The right to deletion, for example when you withdraw consent, or object and we have no legitimate overriding interest, or once the purpose for which we hold the data has come to an end (such as the end of a warranty).
- D. That we stop using your personal data for direct marketing (either through specific channels, or all channels).
- E. That we stop any consent-based processing of your personal data after you withdraw that consent.
- F. A copy of any information about you that we hold at any time, and also to have that information corrected if it is inaccurate. To ask for your information, please email us on info@skylarker.co.uk. If we decide not to action your request we will explain to you the reasons for our refusal.

Please note: if you choose not to share your personal data with us, or refuse certain contact permissions, we might not be able to provide some services you've asked for.

Whenever you have given us your consent to use your personal data you have the right to change your mind at any time and withdraw that consent.

In cases where we are processing your personal data on the basis of our legitimate interest you can ask us to stop for reasons connected to your individual situation. We must then do so unless we believe we have a legitimate overriding reason to continue.

Direct marketing

We do not share your information, so you will only get the occasional message from us, which is usually by email or through social media. You have the right to stop the use of your personal data for direct marketing activity through all channels, or selected channels. We must always comply with your request. You can stop direct marketing communications from us by contacting us by telephone, email, post or via social media.

Contacting the Regulator

- If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO).
- You can contact them by calling 0303 123 1113. Or go online to ico.org.uk/concerns (opens in a new window; please note we cannot be responsible for the content of external websites.)
- If you are based outside the UK, you have the right to lodge your complaint with the relevant data protection regulator in your country of residence.

If you live outside the UK

Most of our work is in the U.K. but by using our services or providing your personal data to us, you expressly consent to the processing of your personal data by us or on our behalf. Of course, you still have the right to ask us not to process your data in certain ways, and if you do so we will respect your wishes. It is possible we might need to transfer your personal data between countries to enable us to supply the goods or services you have requested. In the ordinary course of business, we may transfer your personal data from your country of residence to ourselves and to third parties located in the UK. By dealing with us, you are giving your consent to this overseas use, transfer and disclosure of your personal data outside your country of residence for our ordinary business purposes. This may occur because our information technology storage facilities and servers are located outside your country of residence and could include storage of your personal data on servers in the UK. We will ensure that reasonable steps are taken to prevent third parties outside your country of residence using your personal data in any way that is not set out in this Privacy Notice. We will also make sure we adequately protect the confidentiality and privacy of your personal data.

Any Questions?

We hope this Privacy Notice has been helpful in setting out the way we handle your personal data and your rights to control it.

If you have any questions that haven't been covered, please contact us at:
info@skylarker.co.uk