

Privacy Policy

Bewdley Festival Limited (Bewdley Festival) is committed to protecting your privacy. We will use the personal information that we collect about you in accordance with the Data Protection Act 1998 and the Privacy and Electronic Communications Regulations 2003, and the General Data Protection Regulation. We hold the minimum personal data necessary to carry out our functions, and we will make every effort to ensure accuracy of the data.

We hope the following sections will answer any questions you have but if not, please do get in touch with us.

This privacy policy sets out how Bewdley Festival (we) collect, use and share your personal information.

The personal information we collect and process:

When you book events

We collect your name and contact details (including home address, email address and telephone number) when you book events on our website or in person at the Hall. We maintain a record of your transaction history, but we never store your credit card details.

When you give us personal information

- When you sign up to receive email newsletters from us
- When you engage with us on social media

When you use the Bewdley Festival website

We receive and store limited details whenever you use the website. We log your computer's IP address and the requests it makes to our server. Our website uses cookies to enable online transactions, to understand how people use our website and to inform our digital advertising.

Sensitive personal information

Sometimes we may ask you to provide sensitive personal information (such as details about a disability), when you book for certain events or participate in some activities, or when you apply for a job. As with all the personal information we hold, sensitive personal information is held securely and restricted to those who need to use it. We will delete sensitive personal information when we no longer need it.

How we hold and protect your personal information

Your personal information may be held and processed on our systems or systems managed by suppliers on our behalf. We maintain a ticket booking system to hold contact details and a record of your interactions such as attendance at events. We use Mailchimp to manage the email communications that we send to you, and this provides you with an effective way to update your contact details.

Your personal information is always held securely. Access to customer information is strictly controlled. IT based systems are fully password protected and we continually run up to date anti-spam and firewall software. The systems can only be accessed by people who need it to

do their job. Certain personal information, for example some sensitive personal information (as described above), is additionally restricted and is only made visible to members of staff who have a reason to work with it.

We will only process data for children under the age of 16 with the express consent of a parent or guardian.

What we use your personal information for

To provide services to you

We use your personal information (your name and contact details) to book events, provide customer services and for geographic marketing analysis.

We will share your personal information with other organisations for these purposes only. Our current third parties are:

- PayPal - used to process online and credit card payments
- Mailchimp - used to manage the email communications that we send to you

We require these organisations to meet our standards for handling personal information, and to confirm that the personal information is only used for the agreed purpose. We will not otherwise share your personal information with third party organisations.

To update you about our future events

We will only contact you for marketing purposes if you have opted in to receive such communications. To opt out of such communications see below.

For marketing analysis

We analyse geographic data to help us to understand where our customers are coming from to attend our various categories of events. Using Google Analytics we can view a variety of reports about how visitors interact with our website so that we can improve it.

Opting into and out of marketing communications

When you register to join our mailing lists via our website or social media pages you can choose whether you would like to receive this by email or post by ticking the relevant boxes. We will include information on how to opt-out and unsubscribe in any marketing communications you receive from us.

Sharing your personal information with third parties

Bewdley Festival does not share your personal information with any third parties except where described above.

Other communications

If you have opted out of marketing communications, we may still get in touch with you for other reasons. For example we may email or telephone you to give you important

information about the events you've booked or to tell you about any changes to those events.

Your rights

You have the right to ask us to delete the personal information that we hold about you.

You have a right to ask us to restrict how we use your personal information. You have a right to request what personal information we are holding about you.

If you would like to know what personal information we are holding about you, please submit a request via our email address. We may require you to verify your identity before we provide you with the requested personal information and if the personal information we hold about you is incorrect you can ask us to correct it

When you are using the Bewdley Festival website, Bewdley Festival Limited is the data controller. Data Controllers are required to notify under the Data Protection Act 1998 and GDPR from May 2018. You can view a copy of our register entry at <https://ico.org.uk/ESDWebPages/Entry/ZA102828>

How long will we keep your personal information for?

We will keep your personal information for only as long as we need to in accordance with our legal and regulatory requirements. In practice this means that we keep your personal information for no more than seven years.

Legal grounds for using your personal information

This section contains information about the legal basis for us handling your personal information.

Necessary for a contract

We will need to use your personal information in order to perform our obligations under our contracts with you. For example, we need your name, address and contact details so that we can process your bookings or contact you about an event that you have booked

Legitimate interests

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.

Specifically, Bewdley Festival has a legitimate interest in:

- Promoting the aims and objectives of Bewdley Festival
- Ensuring that all relevant legal obligations of Bewdley Festival are complied with

If you object to us using your personal information where we are relying on our legitimate interests in doing so, as explained above, please contact: admin@bewdleyfestival.org.uk

Things we will not do

We will not ordinarily share your personal information with any third parties (except as set out in this privacy notice). Occasionally, we may need to share your personal information with others, for example, we may need to share your personal information with our legal advisors if you make a complaint about us.

Changes to our Privacy Policy

This policy may change from time to time so please check it periodically. It was last updated in February 2019.

Contact us

Questions, comments or requests regarding this privacy notice should be addressed to: admin@bewdleyfestival.org.uk

If you consider that we have not acted properly when using your personal information you can contact the Information Commissioner's Office: <https://ico.org.uk>

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