



B Sharp

Privacy Policy and UK GDPR Statement

1. Introduction

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.

2. Explaining the legal bases we rely on

The law on data protection, is based on the UK General Data Protection Regulation (UK GDPR2021) and the Data Protection Act (2018). The UK GDPR set out the main principles, rights and obligations when processing personal data. There are a number of different ways a company can lawfully collect and process your personal data, including:

3. By 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, online form or email. When collecting your personal data, we will make clear to you which data is necessary in connection with a particular service. For example, we will always ask if photographs may be taken and for what purpose.

4. Contractual obligations

We need your personal data to comply with our contractual obligations and to deliver a high-quality service including safeguarding. If you have booked sessions for your child, then we will need your contact details for example.

5. Legitimate interest and Delivering Our Service

In specific situations, we require your data to pursue our legitimate interests and deliver our service 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 projects, performances and opportunities that we think may interest you.

6. When might we collect personal data?

- When you visit our website.
- When you make a booking.
- When you engage with us on social media.
- When you contact us by any means to make enquiries.
- When you comment on or review our products and services.
- When participants and users of our services give a performance or visit premises not controlled by B Sharp to perform and photographs are taken, or recordings are made of those performances.
- Third Parties: Our website contains hyperlinks to websites controlled by third parties i.e. YouTube, Eventbrite, Marine Theatre etc, and any online payment systems we use i.e. i-zettle. This privacy policy does not cover those websites, they will have their own privacy policies which we encourage you to review if you choose to follow any hyperlinks.

7. 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.
- Signed contracts, other documents you may provide, payment information.
- 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.
- Photographs, moving images and recordings of participants in our services, performances and such like.
- Our website collects anonymous analytics data.

8. How and why do we use your personal data?

Here's how we will use your personal data and why:

- To perform any contract we have agreed with you.
- To respond to your queries. We may also keep a record of these to inform any future communication with us and to demonstrate how we communicated with you throughout. This enables us to provide 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 about relevant products and services including tailored special

offers, discounts, promotions, events, competitions and so on. You are free to opt out of hearing from us by any of these channels at any time.

- To send you relevant, personalised communications by post in relation to updates, offers, services and products. We will do this based on our legitimate business interest. You are free to opt out of hearing from us by post at any time.
- With consent we may use photographs , names , moving images for promotional purposes.
- To send you communications required by law or which are necessary to inform you about our changes to the services we provide you.
- 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.

9. How we protect your personal data

We know how much data security matters to all our participants. 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 in line with our B Sharp Privacy Procedures.

10. 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 nonidentifiable way for statistical analysis and business planning.

11. Who do we share your personal data with?

We will not share any information outside of B Sharp without asking you, except in certain circumstances required by law, a regulatory requirement or to safeguard a child. We do not share your information with third parties, unless legally required to do so.

12. What are your rights over personal data?

You have the right to request:

- Access to the personal data we hold about you, free of charge, called a subject access request.

- The correction of your personal data when incorrect, out of date or incomplete.
- 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 contract).
- That we stop using your personal data for direct marketing (either through specific channels, or all channels).
- That we stop any consent-based processing of your personal data after you withdraw that consent.
- To ask for your information, please email us on info@bsharp.org.uk. If we decide not to action your request, we will explain to you the reasons for our refusal.

13. Your right to withdraw consent

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.

14. Where we rely on our legitimate interest

In cases where we are processing your personal data based on 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 processing your personal data.

15. 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.

16. 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.

17. 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@bsharp.org.uk

18. Policy Review

Last reviewed: 9 January 2025

Next review date: January 2026