



Live Music Now Privacy Statement

This Privacy Statement refers solely to Live Music Now and its branches, and its use of the information it collects from Users (Data Subjects) in accordance with the UK General Data Protection Regulation (UKGDPR).

The information Live Music Now collects and holds will be for it to deliver on its charitable objectives, which are listed on the Charity Commission as:

- 1 To advance the education of the public and promote their health and wellbeing by providing high quality interactive music performances, in particular among those members of the public who would otherwise be deprived of the benefit of performances of live music and other performing arts.
- 2 To advance the musical education of musicians at the outset of their careers as performing artists by providing them with support, specialist training and the opportunities to perform and work in public.

To complete its objectives, Live Music Now therefore holds information for employment (staff, musicians and volunteers) and contractual (venues and funders) reasons.

How we implement our Data protection policy

We are committed to:

- ensuring that we comply with our data protection principles set out in our policy meeting our legal obligations, as laid down by the UKGDPR.
- ensuring that data is collected and used fairly and lawfully.
- processing personal data only to meet our operational needs or fulfil legal requirements, including fundraising and marketing purposes.
- taking steps to ensure that personal data is up to date and accurate.
- establishing appropriate retention periods for personal data.
- ensuring that data subjects' rights can be appropriately exercised.
- providing adequate security measures to protect personal data.
- ensuring that a nominated officer is responsible for data protection compliance and provides a point of contact for all data protection issues.
- ensuring that all staff are made aware of good practice in data protection.
- providing adequate training for all staff responsible for handling personal data.
- ensuring that everyone handling personal data knows where to find further guidance.
- ensuring that queries about data protection, internal and external to the organisation, are dealt with effectively and promptly.
- regularly reviewing data protection procedures and guidelines within the organisation.

We DO NOT:

- collect and hold any personal data of anyone under the age of 18 without explicit consent.
- hold any information once it's been requested to be deleted from our system (within a one-month admin period).
- give or sell our data to anyone else. Data required for evaluation and monitoring purposes is anonymised prior to submission.

The different areas where we use personal data are:

Website

Visitors to our website will be asked for certain information and personal data may be submitted to the website (such as name, email address and contact details) during subscribing or signing up to the website, our newsletter and/or a Course or Event.

Live Music Now may also record which parts of their website the services users are interested in as well as user traffic patterns and site use. This information will be kept securely in accordance with an internal security policy and may be used to:

- process donations, orders for products, event bookings, communications, user content, use of the website and associated services.
- open and run a user account and provide an up to date, efficient and reliable service.
- send promotional and marketing material in line with a user's consent.
- enable us to assess and run the website to a high standard.

Live Music Now will never collect your sensitive data without your explicit consent.

If you believe Live Music Now has information about you that you do not want Live Music Now to have or that is incorrect, please contact Live Music Now as described below and Live Music Now shall correct or remove the data requested as soon as is reasonably practicable (and within one month).

Individuals may request, by email to info@livemusicnow.org.uk, to obtain copies of the information Live Music Now stores in electronic and paper form. Live Music Now will not charge for these requests but reserves the right to charge a reasonable fee should the request be manifestly excessive or unfounded, particularly if it is repetitive. Requests should be made for the attention of the Operations Manager and, once the identity of the individual has been verified, Live Music Now will aim to provide the relevant data within four weeks.

Cookies

Live Music Now uses 'Cookies' on their website. A 'Cookie' is a small file stored on your computer hard drive and that assigns a numerical user ID and stores certain information about your online browsing. Cookies are a way that information such as whether you have visited the website before is recorded on your computer and used by Live Music Now to improve their website and the services available to you. If you do not wish for Live Music Now to use cookies when you use their website please adjust your internet browser settings to not accept cookies. Your computer's help file should tell you how to do this but please note that this may affect your ability to use the Live Music Now website and content.

If you don't disable 'Cookies' the Live Music Now website will ask for and store details including name and email and may automatically insert certain information on the content submission forms so that you can use the website with less form filling.

By agreeing to accept cookies you consent for Live Music Now, and our advertising partners, to place cookies on your hard drive to help analyse website traffic or let us know when you visit a particular site that is part of our advertising network.

Live Music Now analyses the data on how people use our website, but please note that we use this information for statistical analysis purposes only.

Marketing Communications

Live Music Now gives individuals a choice whether or not they want us to contact them about future events, initiatives, services or related activities and matters that they may find useful or interesting. Live Music Now won't sell, give or trade personal information to other companies, but we would like to keep individuals informed of the developments on the website and certain content and your consent will be requested for this.

Live Music Now will not send any marketing emails or pass personal information on to third parties unless we have your prior consent.

Internal Database

Personal data will also be held on our internal database, as a back-up for the website, and as an administrative tool for Live Music Now and its staff. The charity moved to Blackbaud Raiser's Edge system as of April 2021, which is housed on an SQL server with Microsoft Azure, has two step authentication and password protection. All Live Music Now staff work within our strict password policy. The information on our database is for internal use only and is not shared with any external partners without your prior consent.

Musicians: when a musician joins our scheme, they will only be asked for sensitive data as part of their contract which will enable Live Music Now to administer our training and to make performance bookings and payments (DBS check data, Date of Birth and bank account information). Once a Musician leaves the scheme and becomes an alumnus this sensitive data will no longer be required and will be deleted as soon as is practicable.

Venues: Live Music Now will hold contact information only for nominated staff at venues which will enable them to work towards booking performances, contracting and continuing our relationship etc: this consent will be agreed by the venue signing our contracts. Live Music Now will update the information on our database each time we are in contact, but we do ask venues to please keep us informed of any changes.

Funders: details of current and past funders will be held, with relevant contact details, to enable us to reapply. Some of this information is already in the public domain.

Audiences and participants: Live Music Now will keep personal contact details for those who have opted in to receive further communications about future events, initiatives, fundraising, services, or related activities and matters that they may find useful or interesting.

This privacy statement refers solely to Live Music Now's feedback and monitoring, website and database: Live Music Now has no input nor control over the Privacy and Data Policies of any of our partners' websites or website links. It is in the interest of every individual to review the privacy policy of any website they visit, and any display advertising, for their own privacy policies.

From time-to-time Live Music Now may also monitor and record telephone calls for training purposes and to improve our service to you.

Contact

If you have any other concerns over privacy or want to contact us in respect of this Data and Privacy Policy or your personal data that we may hold, you can do so by calling 020 7759 1803 during our office hours, emailing info@livemusicnow.org.uk, or writing to The Data Officer, Live Music Now, West Wing, Somerset House, Strand, London WC2R 1LA.



Chief Executive Officer

Date: 11th July 2023

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