



Privacy Policy for Walsall Music Education Hub and Service

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1. Privacy Policy for Walsall Music Education Hub and Service

1.1 Walsall Music Education Hub and Service ('WMEHS' or 'we') are committed to protecting your personal information when you are using our website, applications or services. Whenever you provide such information, we are legally obliged to use your information in line with all laws concerning the protection of personal information, including the Data Protection Act 2018 and the General Data Protection Regulations 2018.

1.2 This Privacy Policy explains how we use that information and in particular the following:

- TYPES OF INFORMATION WE MAY COLLECT ABOUT YOU
- HOW WE LOOK AFTER YOUR INFORMATION
- HOW WE USE YOUR INFORMATION
- SHARING YOUR INFORMATION WITH OTHER PEOPLE
- YOUR RIGHTS AND FURTHER INFORMATION

1.3 Please note that our services may contain links to websites or apps that are owned and operated by third parties. These websites and apps will have their own privacy policies that govern the collection and use of your personal information which you should review. We are not responsible for the privacy practices of third-party websites so your use of such websites is at your own risk.

2. Types of information we may collect about you

2.1 When you engage with our services, such as registrations, websites, mailing lists, networks, social media, competition entries, applications, newsletters, learning gateway or service agreements, we may ask for personal information about you.

2.2 Different services may ask for different types of information: this can include information such as your name, e-mail address, postal address, telephone or mobile number, date of birth, ethnicity, medical information, special educational needs and disabilities. We will only ever collect and store the bare minimum level of information required to fulfil our needs, your requests and any safeguarding or other relevant law.

2.3 If you are under 18, you must get your parent/guardian/carer/school/other educational establishment's permission before you provide us with your personal information. Unless you have this consent you are not allowed to give us your information. In the event of our services being engaged directly by a child through self-election (for example if a child decides they wish to have a music lesson or group experience rather than the school selecting and prior to parental permission being given) please follow this link for a copy of our child specific and child friendly privacy policy: [GDPR infographic.cdr \(walmused.co.uk\)](https://www.walmused.co.uk/GDPR-infographic.cdr)

2.4 Here is some more specific detail about the information we may collect:

- **Information you give to us**

Information that you provide by filling in forms on our services. This includes information provided at the time of registering to engage with our services, via electronic means which could include apps, websites, laptops, etc., posted material, filling in a survey or requesting further services. We may also ask you for information when you enter a competition or promotion and when you report a problem with our services.

- **Information about your use of our websites**

We may collect your IP address and use cookies on our websites. For further information about our use of cookies please see page 4.

- **Information about transactions**

If you purchase something from us such as examination fees, lesson fees, tickets we will make a record of the details of that transaction

- **Contact information**

If you contact us, we may keep a record of that correspondence

3. How we look after your information

3.1 The information that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (this includes the EU, Iceland, Norway and Lichtenstein). Your information will be processed by staff where it is necessary to fulfil an order, process payment details or provide you with other support services.

3.2 Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your information, we cannot guarantee its security and when giving us your information you do so at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

3.3 We will hold your information on our systems for as long as is necessary for the relevant service, or as long as is set out in any relevant contract you hold with us. If you opt-out of receiving communications from us, your record will stay on the system so we can ensure that we do not contact you in the future. If you wish to cancel your registration with any of WMEHS services, you may do so by contacting us using the details available in the 'Contact Us' section of the website or by emailing admin@walmused.org.uk.

4. How we use your information

4.1 We will use your information for a number of purposes including the following:

- to send you carefully selected special offers and promotions from the service you are using by email, post, telephone, SMS or push notification (where applicable and permitted by the app you use). You can opt-out of these marketing messages at any time by sending an email to admin@walmused.org.uk, including your full name, user name (if applicable) postcode, details of the service you are using and/or subscription information. We will endeavour to meet your request within a reasonable time frame.
- if we need to contact you for reasons related to the service you have signed up for e.g. to provide you with password reminders or to notify you that a particular service has been suspended for maintenance;
- to tell you about changes to our service;
- to contact you about a submission or contribution you have made to our websites, social media platforms or network groups/forums, including any content you provide;
- to analyse and improve the services we offer;
- to manage our competitions and contact the winners;
- to meet product orders, requests for services or information and to process payments and any other requests you make of us;
- to keep our records up to date;
- to invite you to participate in surveys about our services;
- to enable other people or businesses to carry out work on our behalf;
- to show you relevant advertising of our services such as via email

5. Digital media

5.1 WMEHS will also create digital recorded media including video, photographs, audio throughout the year to document special events; promote WMEHS activities; provide evidence for funders and funding applications; contribute to evaluations; publicity purposes, such as flyers and brochures; for display at concerts and events; on WMEHS website and for social media purposes connected with the above; for assessment and educational purposes; for fundraising or other purposes to help WMEHS achieve its charitable aims.

5.2 When using photographs and videos for publicity, display or website purposes, WMEHS will not accompany them with any other personal information about the student to ensure that the student or learner cannot be identified. Consent to use photographs and videos of individuals will always be sought. Whilst we will carefully use images on the basis of our “legitimate interests”¹, we recognise that there may be occasions where service users wish not to provide their consent or withdraw consent at a later time. In these circumstances we will delete the photograph or video and not distribute it further.

5.3 Images that might cause embarrassment, distress or that we deem unsuitable will not be used.

5.4 For all public events WMEHS has a clear policy that photographic/video permission must be sought for all children and young people under 18 years.

6. CCTV

6.1 WMEHS use CCTV at Walsall Arena and Arts Centre premises to ensure that it remains safe. WMEHS and Walsall Arena and Arts Centre adhere to the ICO’s code of practice for the use of CCTV.

6.2 We do not need to ask individual’s permission to use CCTV, but it is made clear where individuals are being recorded. Security cameras are clearly visible and accompanied by signs indicating that CCTV is in use.

7. Cookies and analytics

7.1 Our website uses cookies. We use cookies to gather information about your computer for our services and to provide statistical information regarding the use of our website. Such information will not identify you personally – it is statistical data about our visitors and their use of our website. This statistical data does not identify any personal details whatsoever. We may also gather information about your general Internet use by using a cookie file.

7.2 Where used, these cookies are downloaded to your computer automatically. This cookie file is stored on the hard drive of your computer, as cookies contain information that is transferred to your computer’s hard drive. They help us to improve our Website and the service that we provide to you. All computers have the ability to decline cookies. This can be done by activating the setting on your browser which enables you to decline the cookies. Please note that should you choose to decline cookies, you may be unable to access particular parts of our website. If we choose to work with advertisers on our website, our advertisers may also use cookies, over which we have no control. Such cookies (if used) would be downloaded once you click on advertisements on our website.

¹ See *ICO.org.uk* for the full definition

8. Sharing your information with others

8.1 Generally, we will only use your information within the domains of Walsall Council, Arts Council England (ACE), Department for Education (DfE) and WMEHS in order to provide the service/product/report requested. We may, on some occasions, share information you have provided with other organisations/institutions/partners, such as other Music Hubs/Services and Universities when involved in collaborations. We will never knowingly disclose your information to other third parties.

8.2 We will only disclose your information to third parties with your consent or where we need to do so in order to provide a service you have requested or improve the service and advertising that you receive (on both our websites and apps, and third party websites and apps).

8.3 We will also disclose your information to third parties when the disclosure is required or permitted by law (for example to government bodies and law enforcement agencies). Please note that if you post or send offensive, inappropriate or objectionable content anywhere on our services, or otherwise engage in any disruptive behaviour, we may use your information to stop such behaviour. In this instance we may use your information to inform relevant third parties such as your employer, school e-mail/internet provider or law enforcement agencies about the content and your behaviour.

8.4 We require all third parties with whom we share your information to treat it with the same protection we do. Unless you consent, we also require that they do not use your information for their own business purposes.

9. Your rights and further information

9.1 Under the Data Protection Act you have the right to request a copy of the information we hold about you and to have any inaccuracies corrected. We charge for information requests and will require you to prove your identity with 2 pieces of approved identification, where at least one must be photographic. We will use reasonable efforts to supply, correct or delete personal information about you on our files.

9.2 This privacy policy may be updated from time to time so you should check it each time you submit information to any of our services. The date of the most recent revisions will appear at the bottom of this page.

9.3 If you have any questions or comments about this privacy policy please contact:

Manager – Music Education Hub, Walsall Arena and Arts Centre, Hawbush Road, Leamore,
Walsall WS3 1AG.

Tel: +44(0)1922 655579

admin@walmused.org.uk

This Privacy Policy was last reviewed February 2023.