



## KEYNSHAM MUSIC FESTIVAL ASSOCIATION LTD DATA PROTECTION AND EMAIL POLICY

### 1. Introduction

Keynsham Music Festival (Registered Charity no. 1170185) is committed to preserving your privacy. This policy explains how and why we use your personal data, to ensure you remain informed and in control of it.

If you have queries, concerns, requests or complaints about the use we make of your personal data, you can contact us by emailing the secretary ([john@keynshamfest.co.uk](mailto:john@keynshamfest.co.uk)) or by writing to us at Keynsham Music Festival, Keynsham Town Council office, 15-17 Temple Street, Keynsham, Bristol BS31 1HF.

The Data Protection Act relates to the handling of all data including employee (permanent or contract staff) information as well as client or customer related data. Data under the Act breaks down into two categories - ordinary personal data and sensitive personal data. The Act requires the Music Festival Association to take additional steps to protect sensitive personal data. However, the directors of the company believe that no information which it holds is considered (under the terms of the Act) to be sensitive personal data. KMFA Ltd is registered with the Information Commissioner's Office (Registration number Z3452851).

Music Festival officers and contracted staff have an e-mail facility, which is intended to promote effective communication on matters relating to the Festival business. The e-mail system should therefore be used for that purpose only.

### 2. Personal data held by the company

#### What personal information we might need and why

We may collect and process the following personal information:

- Name.
- Contact information (for example address, telephone numbers, email addresses).
- Personal details of individuals involved in any accidents or other incidents at Festival events - this information will only be used to protect your interests and in the legitimate interests of the Festival, and will ensure your privacy rights are respected.
- Personal information of individuals who contact us directly.
- Non-sensitive personal information regarding performers and traders, in order to allow contracts between us and the individuals to be delivered.

We may use/process this information to:

- Handle complaints
- Conduct investigations
- Conduct research
- Improve our services

- Send material that we think might be of interest to those whose information we hold
- Comply with our legal and regulatory obligations.

### **Protecting personal information**

We have appropriate technical and organisational measures in place to protect personal information.

We will handle and protect this information in line with data protection laws:

1. Personal data will be processed fairly and lawfully.
2. Personal data will be obtained only for one or more specified and lawful purpose(s) and will not be processed in a manner that is not compatible with that purpose(s).
3. Personal data will be adequate, relevant and not excessive in relation to the purpose(s) for which they are processed.
4. Personal data will be accurate and where necessary, kept up to date.
5. Personal data will not be kept for longer than is necessary.
6. Personal data will be processed in accordance with the data subject's rights under the Act.
7. Appropriate technical and organisational measures are in place to protect personal data from unauthorised or unlawful processing and from accidental loss, damage or destruction.
8. Personal data will not be transferred to a country or territory outside of the European Economic Area (EEA).

### **Bank details**

Keynsham Music Festival does not have access to bank account or payment card information of individuals purchasing tickets or donating online through the company's online facility. Those who purchase tickets online are also protected by the privacy policies of the companies that provide the facilities.

### **Accessing personal information (Subject Access Requests)**

Under the Act, anyone is entitled to ask for a copy of the personal information that we hold about them and to have any inaccuracies in personal information corrected.

When a request is submitted for personal information, that person is entitled to:

- know what personal information we are processing or have processed;
- why we have processed that person's personal data – the reason(s) and purpose(s) for the processing of personal information;
- know if we have shared that personal information and if so, with whom and for what purpose(s).

Requests regarding personal information must be submitted to us in writing.

Postal requests should be sent to:

Keynsham Music Festival  
Keynsham Town Council office  
15-17 Temple Street, Keynsham, Bristol BS31 1HF

Email requests should be addressed to the secretary: [John@keynshamfest.co.uk](mailto:John@keynshamfest.co.uk).

### **Sharing personal information**

We will not share information with third parties.

We may also take photos and record videos at festival events and publish these on our website, in press releases and other media.

### **Logging and recording of communications**

We may log communications between people making Subject Access Requests and us for the purposes described earlier in this policy. We may also record telephone calls made to us.

## **3. Email usage**

Email is the method we use to contact members of Keynsham Music Festival Association Ltd to fulfil legal obligations such as inviting them to Annual General Meetings. We may also use email to inform members and other people who are interested in the festival about forthcoming music festival events subject to their prior agreement. If asked by other Keynsham music and drama organisations to promote their events we may do so but only to people who provide us with prior agreement. We will not pass email addresses to such organisations. You may withdraw your agreement at any time.

Messages sent in the name of Keynsham Music Festival are to be written in accordance with the standards of any other form of written communication and the content and language used in messages must be consistent with best practice. Messages should be concise and directed to those individuals with a need to know.

Group email messages to ALL KMFA members and friends will be achieved using the blind copy method so that email addresses are not divulged to everyone unnecessarily. Limited distribution emails do not have to follow this constraint.

Misuse of the Festival e-mails by transmission of any material in any of the following categories must not take place:

- defamatory;
- offensive or obscene;
- untrue or malicious;
- discriminatory on grounds of race, sex, marital status, disability, sexual orientation, religion or religious belief & culture, pregnancy or maternity or paternity, or age;
- confidential Information;
- protected copyright material.

This policy will next be reviewed by 1<sup>st</sup> January 2023.