



Privacy Notice

Magpie Dance takes your privacy seriously. We want everyone who supports us or uses our services, to feel confident and comfortable with how their personal information is looked after and used. This Privacy Notice explains how we collect, use, and store your personal information (i.e. any information that identifies or could identify you) and what your privacy rights are in relation to that information.

We may revise this Notice at any time in line with changes in the law or changes to our own policies. We will notify you of any material changes to this Privacy Notice via our website. You should therefore check our website for changes from time to time.

1. Who we are

We are Magpie Dance, a company limited by guarantee registered in the United Kingdom under number 3292609. Our registered office and postal address is:

Magpie Dance
The Churchill Theatre, High Street,
Bromley BR1 1HA; Tel: 020 8290 6633
Email: admin@magpiedance.org.uk

As a not-for-profit organisation, Magpie Dance is exempt from registration with the Information Commissioner's Office. However, we are committed to adhering to the principles of GDPR and best practice for managing information.

We are the data controller for the purposes of the GDPR. Our Data Protection Officer is the Executive Director.

We are committed to protecting your personal information. We therefore comply with the principles set out in all applicable UK legislation (currently the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations) and the EU General Data Protection Regulation (the "GDPR") so as to ensure that all personal information is:

- Processed fairly and lawfully and in a transparent manner;
- Collected for specified, explicit, and legitimate purposes and only processed in a manner that is compatible with those purposes;
- Adequate, relevant, and limited to what is necessary for the purposes for which it is processed;
- Accurate and, where necessary, kept up to date, and that every reasonable step is taken to ensure that inaccurate information is erased or rectified without delay;
- Kept for no longer than is necessary;
- Processed securely.

We will also ensure that:

- all people managing and handling personal information are appropriately supervised and trained;
- queries about this Notice are promptly and courteously dealt with.

2. How we collect information about you

We may collect information about you in the following ways:

When you interact with us directly

This could be if you:

- communicate with us (for example, by writing to us or completing an application form or contacting us in some other way);
- include personal information in any content you upload to our website (for example, when you complete surveys, or provide feedback, reviews, comments or other posts);
- make a payment to us (for example, by making a donation or completing a standing order mandate or making a bank transfer);
- apply for a job or volunteering opportunity.

When you interact with us through third parties

This could be if you provide a donation through a third party such as JustGiving and have given consent for your personal information to be shared with us. Our partner providers comply with the GDPR, and you should review their Privacy Notices when inputting your personal information.

When you visit our website

Like most websites, we use “cookies” to help our site run effectively. Cookies are small text files that are placed on your computer when you visit a site. They let websites recognise your device, so that the sites can work more effectively, and also gather information about how you use the site. A cookie, by itself, cannot be used to identify you. You can prevent the use of cookies by adjusting your browser settings. However, if you choose to do so, our website may not function properly. You can find out more about how we use cookies and how to disable them on our website at <http://www.magpiedance.org.uk/cookie-policy/>

From social media, blogs, and other sources which are available to the public

In order to tailor our communications with you to your background and interests, we may also collect information from lawful, publicly available sources, such as the press, and online search engines.

IMPORTANT NOTE:

- It is important that the personal information we hold about you is accurate and current. Please tell us if your personal information changes during your relationship with us.
- You must not disclose to us the personal information of another person unless either you are the parent or legal guardian of that person (for example, one of our Participants) or you have first obtained that person’s consent to the disclosure and to our use of that personal information in accordance with this Notice.

3. What information we collect and why we use it

Everything we do is done to ensure that we can support people with learning disabilities to the best of our ability. In order to operate efficiently, we therefore need to collect the following categories of personal information about the people with whom we work, including our Participants and their parents, guardians, or carers; members of the public; past and prospective employees; and funding bodies.

Personal Information

Personal information we collect includes your name, gender, date of birth, nationality, postal and email addresses, telephone number and other contact details, credit/debit card details or other financial data (if you are making a purchase or donation), and any other information which you have provided in communications with us (such as CVs or references).

We will mainly use this information:

- to enrol Participants on Magpie Dance sessions, projects, and activities effectively and efficiently and to communicate with you about those sessions, projects, and activities;
- to plan progression routes for Participants as they get older;
- to contact you about our work and how you can support Magpie Dance;
- to thank you for your donations or other support;
- to process your donations or other payments, to claim Gift Aid on your donations, to update you with important administrative messages about your donations or payments, and to verify any financial transactions;
- to comply with our legal obligations and any recommendations of the Charity Commission, including those which require us to identify and verify the identity of supporters who make major gifts so that we can assess any risks associated with accepting their donations;
- to measure our impact as a charity, including inviting you to participate in surveys, research, or evaluation;
- to keep a record of your relationship with us;
- where you apply for a job or to volunteer with us, to administer the recruitment process and any subsequent employment or volunteering relationship;

If you do not provide this information, we may not be able to process your donation; enrol you on our sessions, projects, or activities; or offer you a job or volunteering opportunity.

Special category personal information

Data protection law recognises that some categories of personal information, known as special category personal data, are more sensitive than others. Special category personal data can include information about a person's physical or mental health, race, ethnic origin, political opinions, sex life, and sexual orientation.

Given the nature of our activities, we must necessarily collect some personal information falling into these categories. We will treat such information with extra care and confidentiality.

Technical information

Technical Data we collect includes the Internet Protocol (IP) address and domain name from which you visit the website and other non-identifying information regarding your usage of the website (including browsing and click-stream activity and your chosen browser and Internet Service Provider (ISP)). It might also include which pages you visit most often and which activities, events, or information are of most interest to you.

This information is only used to help us:

- to administer, maintain, and protect our website and to ensure that it is presented compatibly with your device and operating system;
- to improve the content, design, and performance of the site and to ensure we provide the best service and experience for you.

Wherever possible, we use anonymous information which does not identify individual visitors to our website.

Anonymised data

We may also collect anonymised aggregated data, such as statistical or demographic data to prepare funding applications and report to funders. For example, we may be asked how many of our Participants over a particular period are of a particular ethnic origin, gender, or age. Such anonymised aggregated data may be derived from your personal information but are not protected by law in the same way as personal information, as they do not directly or indirectly reveal your identity. However, if we combine or connect anonymised data with your personal information so that it can directly or indirectly identify you, we will treat the combined data as personal information which will only be used in accordance with this Notice.

4. Legal basis for using your information

In the vast majority of cases, we will only use your personal information where we have your consent or because we need to use it in order to fulfil a contract with you (for example, because you have enrolled on one or our sessions). We may also use it where this is necessary to protect your vital interests or those of another person, or where it is necessary to comply with our employment obligations.

However, there are other lawful reasons that allow us to process your personal information, and one of those is called “legitimate interest”. This is where processing of the information is reasonably necessary to help us to achieve our vision of a world in which a learning disability is no barrier to personal and artistic success in dance or to comply with our legal obligations (such as dealing with complaints).

Some examples of where we have a legitimate interest to process your personal information are where we contact you about our work by post, or use your personal information for data analytics, to conduct research to gain a better understanding of who our supporters are, or to improve our services.

Nonetheless we will not process your personal information on the basis of our legitimate interests where we feel that those legitimate interests are overridden by your interests and fundamental rights.

Special category personal information

We will only process special category personal information where you have explicitly consented to this or where the processing is necessary to protect your vital interests or those of another person and the subject of the information is physically or legally incapable of giving consent.

You may withdraw your consent to the processing of your personal information at any time: see paragraph 9 below.

5. Marketing and Fundraising

If you have provided us with your postal address we may send you information by mail about our work and how you can support Magpie Dance unless you have told us that you would prefer not to hear from us in that way. We will only contact you for this purpose by phone, email, or text message if you have agreed for us to contact you in this manner.

You can update your choices or stop us sending you these communications at any time: see paragraph 9 below.

6. Sharing your Personal Information

We will never sell your personal information or share it with organisations so that they can contact you for any marketing activities. Nor do we sell any information about your web browsing activity.

We may, however, share your personal information with trusted third-party service providers, but only to the extent necessary for them to provide the relevant services to us. For example:

- our payment processing service providers may process certain information in taking payments from and making payments to you;
- analytics providers may conduct analytics of actions on our website to measure user engagement with different site features, and may come into possession of information regarding your visit to and use of the site;

Legal disclosure

We may also disclose your personal information:

- If required to do so by law or to prevent an unlawful act. For example, if you use our website to distribute unlawful material, then we may pass your information to the police;
- In an emergency or otherwise to protect your vital interests or those of another person;
- To protect the security or integrity of our operations;
- To anyone else where we have your consent.

7. Keeping your information safe

We take the security of your personal information very seriously. We have put in place appropriate security measures to prevent your personal information from being accidentally or improperly lost, destroyed, used, altered, disclosed, or otherwise accessed in an unauthorised way. Only people who have a need to know are permitted to have access to your personal information, and they are subject to a duty of confidentiality.

Although we do our best to ensure the security of personal information provided to us (and to use only reputable service providers), any transmission of data via the Internet is by its nature insecure and we cannot guarantee the security of any personal information you provide to us.

Our website contains links to third-party websites, and refers to third-party service providers and other entities. Clicking on those links or enabling those connections may allow advertisers or other third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements or their use of any personal information which you may provide to them. This Notice only applies to our website, so when you link to other websites or deal with any third-party entity referred to on the website, then you should read their own privacy and cookie notices.

Your personal information may be transferred to and stored outside the European Economic Area (EEA), and processed by individuals outside the EEA who work for one of our service providers. By providing us with your Personal Data, you consent to such transfer, storage, and processing.

8. How long we keep your personal information

We will only keep your personal information for as long as necessary to fulfil the purposes for which we collected it, including for the purposes of satisfying any legal, accounting, or reporting requirements.

Personal information collected and processed by Magpie Dance on behalf of the Bromley Adult Education Centre is not retained by Magpie Dance. Otherwise, personal information collected by Magpie Dance will, as a general rule, be deleted after three years from the later of:

- The date when it was supplied; or
- The date of your last contact with Magpie Dance; or
- (where the personal information relates to a safeguarding incident) from the date of the last entry in any accident book, record or report, or, where incident relates to a child or young adult, from the date when they reach the age of 18

except to the extent that we have obtained your fresh consent to use and process it. We will seek such consent every three years starting from May 2021.

Personal information contained in Magpie Dance's accounting records will nonetheless be retained for six years after the end of the financial year to which they relate.

However, in some circumstances we may anonymise your personal information (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

9. Your Rights

You have certain rights in relation to any personal information that we hold about you, including the rights to:

- Request access to your personal information;
- Request correction of your personal information;
- Request erasure of your personal information;
- Object to processing of your personal information;
- Request restriction of processing of your personal information (in particular, not to use it for marketing purposes or to provide you with news);
- Request transfer of your personal information;
- Withdraw consent.

You can exercise any of these rights at any time. If you wish to do so, or if you have any questions, comments, complaints, or requests regarding this Notice or any of the personal information we hold about you, please contact the Executive Director using the details given in section 1 above.

You also have the right at any time to make a complaint about the way in which we handle your personal information to the UK's data protection supervisory authority, the Information Commissioner's Office (ICO), (www.ico.org.uk) at Wycliffe House, Water Lane, Wilmslow, Cheshire,

SK9 5AF, or by email on casename@ico.org.uk. We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive, or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and verify your right to access your personal information (or to exercise any of your other rights). This is a security measure to ensure that personal information is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

This notice was last updated: **14th July 2021**