



Privacy and Cookies Policy

Our privacy commitment to you

Here at Music for Youth we want everyone who engages with us, supports us, and attends our events, to feel confident and informed about how any personal information shared with us will be looked after or used. We do everything we can to keep your information secure, and use it only for the purposes you intend.

We have created this Privacy Policy to give you the answers to privacy issues that may concern you when you register to attend an event, sign up to receive news and information about our projects and opportunities, or support us.

This Privacy Policy sets out how we collect, store and use your personal information (this means any information that identifies or could identify you). Please note this Privacy Policy applies only to Music for Youth so when you go through to our suppliers (for example when booking an audience ticket, or making a donation) please read their privacy policies as well.

Once you have read this Privacy Policy, if you have any questions on how we protect your privacy or deal with your data please email privacy@mfy.org.uk or telephone 020 8106 5825.

Who we are

Music for Youth is committed to protecting your personal information and making every effort to ensure that your personal information is processed in a fair, open and transparent way.

We are a "data controller" for the purposes of the Data Protection Act 1998 and (from 25 May 2018) the EU General Data Protection Regulation 2016/679 ("Data Protection Law"). This means that we are responsible for, and control the processing of, your personal information.

If after reading the following policy you would like further information about our privacy practices, you can contact us by:

- Writing to Music for Youth, CBSO Centre, Berkley Street, Birmingham, B1 2LF
- Calling us on 020 8106 5825
- Emailing to privacy@mfy.org.uk with the subject line Privacy Policy Request

How we collect information about you

Everything we do, we do to ensure that as many young people as possible have access to life-changing music-making and musical experiences. We want to make sure you receive the communications that are most relevant to you, be it through visiting our website or receiving emails, or phone calls. We also want to make sure you receive the best experience when you book on to an event, get in touch with us, ask to hear more about us, or make a donation.

We collect information from you in the following ways:

When you interact with us directly: This could be if you ask us about our activities, sign up for emails from us, register with us for an event, apply for a travel subsidy, apply for a job or volunteering opportunity or otherwise provide us with your personal information. This includes when you phone us, visit our website, or get in touch through the post, or in person, e.g. at an event

When you interact with us through third parties, partners, or suppliers working on our behalf: This could be if you attend an event as part of our Local Event Network or provide a donation through a third party such as Virgin Donations or one of the other third parties that we work with, and provide your consent for your personal information to be shared with us.

When you visit our website: We gather general information which might include which pages you visit most often and which services, events or information is of most interest to you. We may also track which pages you visit when you click on links in emails from us. We also use "cookies" to help our site run effectively. There are more details on this below, and in our Cookies Policy.

We use this information to personalise the way our website is presented when you visit, to make improvements 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. We also use technologies, such as cookies, to customise content and advertising, to provide social media features and to analyse traffic to our website. We also share anonymous information about your use of our site with our trusted social media, advertising and analytics partners in order to help us reach more people with an interest in our work.

Website Visitors: Cookies

Like almost all websites, when you use our website, our ISP may collect and store certain information about you, such as your IP address, which internet browser you're using, geographical location and how you use our website. This information is not linked to any personal details and cannot identify you. Like most websites, mfy.org.uk does this using cookies, which are small text files sent to your computer, that remember your preferences and help us to personalise our website and your experience for you and the browser that you're using.

Music For Youth does not collect and analyze the data to create cookies directly; we use a specialist service provider which both collects information on your preferences from your visits to our websites and analyzes your preferences from cookies already stored in your browser.

We obtain this information by enabling Google Analytics to analyze the traffic on our websites via "Google Advertising Cookies". Google Advertising Cookies are a series of cookies already stored in your browser that compile data from your browsing preferences. You can see the types of cookies used by Google and learn more about the different categories in the [Google privacy & terms](https://policies.google.com/technologies/cookies#types-of-cookies).
<https://policies.google.com/technologies/cookies#types-of-cookies>

We may change our specialist service provider at any time without notice to you and will update this Policy as necessary at that time.

What can you do if you do not want us to use your cookies?

- Configure how we use your [Google Analytics information](#).
<https://adssettings.google.com/authenticated>
- If you would like to opt out of all Google Analytics tracking services then you can install an Add-on. [Find out about more about Google Analytics Opt-out Browser Add-on](#).
<https://tools.google.com/dlpage/gaoptout/>
- Alternatively, you can use your browsers' private browsing mode. Common browsers like Google Chrome, Safari and Internet Explorer have this functionality.

If you would prefer not to accept cookies, you can easily block or delete cookies on mfy.org.uk, or any other website, through your browser. You can reject all cookies, or certain ones. You can also set up your browser to get notifications when a cookie is proposed by a website.

For help on how to delete cookies, visit www.aboutcookies.org. Please be aware, though, that if you reject all cookies your experience of mfy.org.uk may be affected.

Website Visitors: Google Analytics

When you use our website, we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns, to find out things such as the number of visitors to various parts of the site, and how people move around it. This information is never personally identifiable. More information can be found

here: https://support.google.com/analytics/answer/6004245?hl=en&ref_topic=2919631

Information we collect and why we use it

We collect some basic information to help you register for an event, sign up to our newsletters, support us, or make other general requests or enquiries. These may include your name, address, title, date of birth, telephone number, email address or financial details.

By providing us with that information you are giving us permission to use that information to fulfil your event booking, request or enquiry, or to process donations or payments in accordance with this Privacy Policy.

As a condition of our charitable funding, we are also called upon to provide demographics data on attendees of our events in an anonymised, aggregated format when reporting, for funding bodies such as Arts Council England.

Information we collect

As above, we collect information that you provide us in order to register for and attend an event, stay up to date with what we do, or make a donation, whether that is done online, by phone, email or post, which we need in order to effectively provide our events and opportunities to you.

Personal Information

Personal information we collect includes details such as your name, date of birth, email address, postal address, telephone number and credit/debit card details (if you are applying for a travel subsidy in order to attend an event), as well as information you provide in any communications between us. You will have provided us with this information when registering for an event, applying for a travel subsidy, signing up to receive information from us about our activities, attending an event, or any of the other ways to interact with us.

Sensitive Personal Information

Data Protection Law recognises that some categories of personal information are more sensitive than others. At Music for Youth, Sensitive Personal Information which we may hold could include information about a young person's race, or ethnic origin.

Any Sensitive Personal Information Music for Youth does ask for is used to ensure that we are delivering on our promise to provide open access to our programmes and events, and to report on this in order to comply with funding agreements with our funders. (e.g. Arts Council England). All data of this kind is aggregated and anonymised, and never used in a way that is identifiable on an individual level.

We may also collect sensitive health or medical data e.g. health status, where there is a clear and specific reason for doing so, such as participation in or volunteering at a live event.

If you provide us with any Sensitive Personal Information by telephone, email or by other means, we will treat that information with extra care and confidentiality and always in accordance with this Privacy Policy.

Finance Details

- Bank account details. Whenever you supply bank details to us, for example when applying for a travel subsidy to attend one of our events, your transaction is processed by us through our secure ThankQ system, provided by Access Group. Necessary members of staff are able to access these details in order to set up and authorise any payments, and they are held securely within the system.
- Please note: At this time, Music for Youth does not process payments for ticketing or donations. Credit or debit card information entered when purchasing tickets or making a donation will be securely collected and processed through the websites of our trusted ticketing and fundraising partners or platforms. With this in mind, while we have agreed terms with these partners and platforms regarding their compliance, it is advisable to review the privacy policies of these organisations before supplying any data.

Children's data

While the majority of our work is aimed at children and young people, some of the services we offer require us to be in contact with them directly, and to deliver these services safely it is necessary for us to collect and store their data.

Before we collect data from anyone 13 or under, we will always ask for parental/guardian consent to allow us to collect or use any personal information about them. Music for Youth may request further information to confirm whether appropriate consent has been obtained and provided for by a parent/guardian.

Visual identification and photography

Music for Youth may commission photography at specific events for use in its promotional material. Children and anyone taking part in these events may appear on the resulting images, and the resulting images may be published.

More information on our Photography and Recorded Media Consent Policy can be found here:

<https://www.mfy.org.uk/policies/recorded-media-consent-policy>

If you have consented to us taking photos, we may use the photos taken during Music for Youth events for promotional purposes for a period of no more than 5 years. You may ask us to remove/not use an image at any time.

What we do with your information

- Administer and facilitate the events and/or opportunities for which you have registered, and provide the services or goods you have requested, or the ways you can support us as a charity e.g. provide you with the information you need in order to attend our events, contact you about or process donations
- To update you with important administrative messages about an event, or services or goods you have requested.
- Contact you about other Music for Youth events and opportunities in which we think you may be interested, and how you can support us, but only where you have let us know, or expressly indicated, that you are happy for us to do so.
- Let you know about any changes to Music for Youth, or our events.
- To process donations, or any other payments.
- To keep a record of your relationship with us.
- If you volunteer with us, to administer the volunteering arrangement.
- We may engage third party tools or providers*

- In the delivery of regular e-news updates to subscribers on topics in which they have declared a specific interest via the relevant opt-in either on the 'Stay Up to Date' page of our website, or when they registered for one of our events. We use the Mailchimp platform to deliver these updates, and to gather statistics around e-news opening and engagement using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see the privacy policy of our chosen provider, Mailchimp.

[\[https://mailchimp.com/legal/privacy/?_ga=2.6456439.416992298.1527065693-1690968338.1519301443\]](https://mailchimp.com/legal/privacy/?_ga=2.6456439.416992298.1527065693-1690968338.1519301443)

- To conduct surveys, to gather information from you that helps us to provide a better service to you, or that we need in order to fulfil our obligations to you as a member. For more information, please see the privacy policy of our chosen provider, Survey Monkey.

[\[https://www.surveymonkey.com/mp/legal/privacy-policy/\]](https://www.surveymonkey.com/mp/legal/privacy-policy/)

- To assist us with IT requirements. We are careful in our choice of supplier, and only work with those that themselves take data protection seriously. For more information, please see the privacy policy of our chosen provider, 10 Digital. [Link]

- To process donations on our behalf. For more information, please see the privacy policy of our chosen providers, Virgin Money Giving [<https://uk.virginmoneygiving.com/giving/terms/privacy-policy.jsp>]

- To comply with the Charities (Protection and Social Investment) Act 2016 and follow the recommendations of the official regulator of charities, the Charity Commission, which require us to identify and verify the identity of supporters who make major gifts so we can assess any risks associated with accepting their donations.

We may also use your personal information:

- To invite you to participate in feedback surveys or research to further our charitable aims and provide a better experience.
- To invite you a reception or fundraising event
- With a legal basis for using your information. There are lawful reasons that allow us to process your personal information and one of those is called 'legitimate interests'.
- Securely in a manner which complies with the General Data Protection Regulation 2018
- Occasionally, when we use third party tools such as those mentioned above, your data may be collected and stored outside the EU, which, by submitting your data, you agree to. We will ensure that any third-party tools we use comply with the EU-US Privacy Shield Framework, which ensures EU-level data protection.
- It is important to be aware that no system is 100% secure. However, we take every care to ensure the security of your data with robust procedures, up to date technology and software, and staff training to prevent security breaches.

How long we store your data for

We will hold your personal information on our systems for as long as is necessary for the relevant activity. If you request that we stop sending you marketing materials we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us, we won't keep any information that we don't need.

How to access, correct or delete your information

Under the General Data Protection Regulation 2016/679 you have the right to request a copy of the information that we hold about you. If you wish to request a copy of this data from us, you may do this by making a 'subject access request' in writing. We may ask you to prove your identity in order to process this. If you find any inaccuracies, you may either correct these yourself via the website login, or ask us to amend them for you.

You can make a subject access request by:

- Writing to Music for Youth, CBSO Centre, Berkley Street, Birmingham, B1 2LF
- Calling us on 020 8106 5825
- Emailing to privacy@mfy.org.uk with the subject line 'Subject Access Request'

How to stop us contacting you

We understand that circumstances change, and that in time, the work of Music for Youth and our aims may no longer be relevant to you.

If you do not want to receive any further information about Music for Youth and would like us to remove your name from our mailing list, use the unsubscribe link in the email you have received. You can also contact us using the details above

Know Your Rights

The Information Commissioner's (ICO) website is the best source of information about your data protection rights as they apply in the UK:

<https://ico.org.uk/for-the-public/>

If there is a data breach, you can find out more information on action to take here:

<https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/personal-data-breaches/>

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