

Soundsmiths Promotions Ltd

Privacy Policy & Privacy Information

This is the Privacy Policy of Soundsmiths Promotions Ltd (us, we or our), a company incorporated in the United Kingdom (company number 08996378), also trading as Dream Day Music.

Our offices are situated at 290 Tag Lane, PR2 3UY. We can be contacted here by post, or by telephone on 01772 728 739.

1. Applicability of Privacy Policy

Your personal data (PD) will be held by us in accordance with the data protection laws of the United Kingdom. For the purposes of data protection laws in the United Kingdom, the controller is Soundsmiths Promotions Ltd. We are registered as a data controller in the United Kingdom. The person responsible for our data and this Policy is Mr CD Smith, who can be contacted on the details above.

This Privacy Policy, together with our Terms & Conditions (T&Cs) and any other documents referred to in it, sets out the basis upon which any personal data we collect from you, or that you provide to us will be processed by us or on our behalf.

2. Collecting Your Personal Data

We collect PD about you in the following ways when you commission our services or hire our equipment.

a) Data Customers Provide Directly

Your PD will be collected from you directly via our online booking form, and will consist of your name(s), contact details (telephone, address, email address etc) and IP address (used to validate your agreement of our T&Cs in case of dispute).

We will also collect data pertaining to the event(s) for which you are booking (such as wedding dates and venues) necessary for us to carry out our work.

All PD we collect is necessary for us to carry out or work in meeting our contractual obligations with you. Should you decline to provide this data, or withdraw your consent for us to process and use this data it may lead to us being unable to meet our obligations to you or authorities such as HMRC, and will result in us having to cease or decline to work with you.

We will inform you if your failure to provide any requested personal information is going to result in these consequences.

For details of the legal bases that we rely on to be able to use and process your personal data, please see Section 4 below.

We do not collect dates of birth or bank details.

b) Data Contractors Provide Directly

PD we hold may consist of your name(s), contact details (telephone, address, email address etc) and bank details. This is necessary for us to meet obligations with both you and our mutual customers, and of course to pay you for any contracts between you and us.

c) Data We Collect Indirectly

Our websites contain code to facilitate the collection of useful data pertaining to visitors' use of our websites, such as location (not including IP address), browsing device type, the pages to which you navigate, the times that you do so and so on. This data is anonymised (i.e. no names or IP addresses are collected and so data cannot be traced to any individual) and used for statistical and business development purposes only.

3. Why we collect your personal data

a) Summary

We collect, use and disclose your personal data for the following reasons:

- to carry out our obligations as a result of any contract entered into between you and us;
- to notify you about changes to our services and/or equipment;
- to offer you a personalised service;
- to measure or understand the effectiveness of our services;
- to measure or understand the effectiveness of our marketing;
- for statistical purposes;
- to ensure the effective operation of software and IT services procured by us (including disaster recovery); and
- to comply with any legal and regulatory requirements that are applicable to us.

b) Contacting Customers

We may contact you for direct marketing purposes via social and direct messages, post, telephone, email and SMS/MMS.

This communication may relate to:

- Services you have booked or have recently expressed an interest in booking;
- Information about other equipment and/or services we offer that may complement those already booked;
- Upcoming events, promotions and new equipment/services; and
- Recently completed contracts (we may wish to obtain feedback).

If you no longer wish to receive marketing communications from us, you may contact us via:

- Email
- Telephone
- Social media

All contact details are available via our websites and your invoice(s).

c) Contacting Contractors

We may contact you for direct marketing purposes via telephone, email and SMS/MMS.

This communication may relate to:

- Services we have booked or have recently expressed an interest in booking;
- Future services we may book; and
- Recently completed contracts (we may wish to obtain feedback).

4. Legal Basis

We have one or more of the following legal bases for holding your PD:

- Contractual: the collection and processing of your PD is necessary for contracts between ourselves and individuals, or because an individual has asked us to take specific steps (such as providing a quote or liaising with a venue) before entering into a contract.
- Legal Obligation: the collection and processing of your PD is necessary for us to comply with the law (i.e. the keeping of adequate financial records).
- Consent: only in cases of market research and/or competitions will your data be held or processed based solely on you knowingly giving us your consent to do so.

5. Sharing Your Data

a) Customers

We do not share your data with third parties, with the following exceptions:

- Musicians or business (contractors) hired to perform at your event will be provided with only the PD necessary to contact you about their performance and/or confirm details in the run-up to it. This PD will be limited to your telephone number and email address, plus non-personal data such as venue, date etc required by the contractor to provide you with the relevant service or equipment. As sole traders or independent businesses, they should have their own privacy policy, available to you on request.

b) Contractors

We do not share your data with third parties, with the following exceptions:

- Customers requiring your contact details (telephone and email address) to make arrangements specific to your services

c) General

We do not share your data with third parties, with the following exceptions:

- Service Providers (such as our accounting services providers) who require access to such information for the purpose of providing specific services to us. These third parties will only be able to access and/or store your data to provide us with their services and will not be able to use it for their own purposes.
- Replacement providers: in the unlikely event that at short notice we are unable to provide a service or equipment, we will – with your permission where time allows us to seek it – seek another provider to provide the same or similar service so as not to let you down and may disclose PD relevant to them in providing the service or equipment; should we sell the business, we may disclose your PD to the prospective buyer should our contract with you still be operational (this will be essential to allow them to take up our contracts with you) and will notify you before this happens.
- Regulatory and legal bodies may make it a requirement that we disclose PD as a part of a case, investigation or similar.

6. How Long Will We Hold Your Data

HMRC requires us to retain financial records for five years beyond the 31st January following the transaction's completion. After this time, your data will be anonymised (i.e. names and contact details removed) so as to be useful only for statistical purposes. Any data not required by HMRC to be stored for this duration is anonymised the Friday following the anniversary of its last necessary use (i.e. the Friday following a wedding entertainment customer's 1st wedding anniversary).

7. Rights Under the GDPR

a) Your Rights

The GDPR gives you the following rights in relation to your personal data:

- The right to be informed as to what data we hold on you (See Section 2), how and why we process it (Section 3 & 5), and our legal basis for doing so (Section 4), at the time we do so.
- You should be made aware of the duration for which we hold your PD (Section 6).

b) Our obligations to you

In processing and storing your data, we will:

- Notify you of your rights (as above)
- Hold and process your data in accordance with GDPR and the data laws of the United Kingdom
- Provide you with clear, concise and transparent information about our use of your data

- Regularly review and update both our data policies and the data we hold

c) Your Right to Object

Individuals have the right to object to the processing of their personal data where the only legal basis for doing so is that they are giving consent. As all data we hold is held either or both for contractual purposes or by legal obligation, there is no legal right to object to us holding this data. We will, however, consider any objection on its individual merits.

d) Your Right to Withdraw Consent

Individuals who have provided data with their consent during market research activities or by way of entering a competition have the right to withdraw their consent for the storage or processing of their PD at any time, and can contact us to make such a request. We will delete your PD unless we consider there to be another legal basis for us to retain it, as set out in Section 4.

e) Your Right to Make a Data Subject Access Request

You may ask us for a copy of the data we hold on you at any time, and we will provide this at no cost to you, unless you ask for additional copies (for which we may apply reasonable administration charges). We will amend or update any data upon request.

f) Your Right to Data Erasure and Rectification

You may request that we delete your data if:

- Data is no longer necessary;
- You have withdrawn your consent to us using your data, and there is no other legal basis for us to continue;
- The data has been processed unlawfully;
- It is necessary for the data to be erased in order for us to comply with our obligations under law; or
- You object to the processing and we are unable to demonstrate overriding legitimate grounds for our continued processing.

We would only be entitled to refuse to comply with your request for erasure in limited circumstances and we will always tell you our reason for doing so. When complying with a valid request for the erasure of data we will take all reasonably practicable steps to delete the relevant data.

g. Right to Complain

You may lodge a complaint with the Information Commissioner's Office by:

- Phone: 0303 123 1113
- Email: casework@ico.org.uk
- Live chat
- Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

8. Cookies

Our websites do not use cookies.

9. Security

We take all reasonable precautions necessary to protect your PD. All devices, applications and third-party online services (i.e. accountancy service providers) on which it is stored digitally are passworded using industry standard encryption and we employ a substantial back up procedure to prevent loss. Paper copies of invoices etc are stored in locked cabinets only and destroyed upon completion of each contract.

Please note: you send us data and information over the Internet entirely at your own risk.

10. International Transfers of Data

No data shall be transferred abroad.

Last updated: 25 May 2018