

# It's Magic Events Privacy Statement

Updated 16<sup>th</sup> May 2018

## Introduction

It's Magic Events, a registered charity based in Mid Sussex.

It's Magic is a charity that exists to uplift and entertain using the power of music to strengthen the existing community values. Musical concerts are used as a platform for residents, businesses and charities and It's Magic engages dedicated volunteers and local business support to provide good value good quality music for all.

## What this privacy policy covers

It's Magic Events is committed to protecting your privacy in accordance with their obligations under data protection legislation. The current data protection law is found in the Data Protection Act 1998 but with effect from 25th May 2018, the main data protection law will be the General Data Protection Regulation as supplemented by the Data Protection Act 2018 and related laws.

This privacy policy explains what information It's Magic Events collects about you and how it will be used.

It's Magic Events promises to respect any personal data you share with us, or that we get from other organisations, ensure its accuracy and keep it safe. We aim to be clear when we collect your data and not do anything you wouldn't reasonably expect. It's Magic Events we take your privacy seriously and we will only use your personal information for legitimate reasons to provide you with the services you have requested.

If you have any queries regarding this privacy policy please contact us at [info@itsmagic.org.uk](mailto:info@itsmagic.org.uk)

## How we use your data

When you provide us with your personal data we will use this for the following reasons:

- To contact you via email or post with regular newsletters, fundraising events and opportunities.
- Keep a record of your relationship and communication preferences with us To enable us to deliver more relevant content to you, through targeted communications
- Process your donation

## Direct marketing

### *Email/text marketing*

We will only contact you by email or text message if you actively consent to this, unless we believe there is a legitimate interest to contact you. By consenting to It's Magic Events emails or opting in to email communications, you grant us permission to use your email address to send you email marketing communication. At any stage you may choose to opt out of such communications – more information on opting out is here.

### *Post/telephone marketing*

If you have provided us with your postal address or telephone number we may contact you by post or telephone about our work, unless you have told us that you don't want to receive this. Before making such calls we will always screen against the Telephone Preference Service (TPS) or, where sending letters, we will always screen against the Mail Preference Service.

Where you are registered with the TPS we will only make calls to you if you have specifically consented to receiving calls from It's Magic Events or if we need to contact you in reference to a donation, for example if there has been a problem in processing a payment. Likewise we will only write to you if you are registered with the Mail Preference Service if you have specifically consented to receiving letters from It's Magic Events.

## Third parties

It's Magic Events will not sell your data. We will not share your data for marketing purposes. However, in some circumstances we may need to share your details with a third party for processing. This could be if we run an event in partnership with another organisation and they need your details in order to fulfil your tickets or experience. For example, if you are taking part in a running event with us, we may need to share your details to be able to send your race pack to you.

## Fundraising

It's Magic Events is a charity, we rely on voluntary income to carry out our mission.

We aim to target our fundraising activities to ensure that we contact you appropriately. We may use simple research methods to profile supporters and to identify shared interests and connections. We may work with trusted third-party partners such as database screening companies to provide us with further information about our supporters. All information is obtained from publicly available sources or data that you have given to us.

We use this information to understand who our supporters are and what they may be best interested in. This information aids us in making appropriate fundraising approaches to those who will be most interested and most able to support It's Magic Events..

You can opt out of your data being used in this way by emailing [info@itsmagic.org.uk](mailto:info@itsmagic.org.uk)

## Your choice

You always have a choice as to whether and how you want to receive communications about our work, products and services and ways you can get involved. If you do not want us to use your contact details to contact you in the future you can opt out of this when we collect your details or at a later time.

If you ever want to change your contact preferences, or opt out of communications, you can do this at any time by contacting [info@itsmagic.org.uk](mailto:info@itsmagic.org.uk)

If you choose not to be contacted by us we will remove you from our communications list to ensure you aren't contacted.

## Legal basis for processing your personal data

In some circumstances we will collect and process your personal information using the legitimate interest legal processing basis.

In most case we will need to process your data as a necessary part of providing you with information on our services. However in other circumstances, we will rely on your consent when using your personal data. An example of this would be when we request your consent to receive marketing emails from It's Magic Events.

## Retention

We hold your information for only as long as necessary for the purpose needed. For example, if you have declared gift aid, HMRC require us to store your name and address for seven years or for as long as we are providing you with a service.

## **How do we keep your personal information secure?**

We always ensure that we have the necessary controls in place to protect the personal data you provide us with.

We carry out regular audits of who has access to data so that we can ensure that your information is accurate and only accessed by trained staff.

## Making payments

It's Magic Events makes every effort to maintain customer confidentiality when securing an online payment. This includes ensuring the security of your credit card details and other personal information. We don't store your card details on any It's Magic Events system. All of your personal information is encrypted as it travels over the internet. When you make a booking, you enter a secure internet site (indicated by the letters https:// in the address bar and or a padlock displayed in your web browser). When you make a payment you will pay via paypal and we will not have knowledge of your card details..

Creating a new Direct Debit mandate online requires your name, address, email address, and details of your bank account. This information is used to set up a

regular Direct Debit payment with your bank and is retained by us securely in order to claim monthly or annual payments from your account as per your instructions.

### Third parties

If requested we may need to supply your information to the police, regulatory bodies or legal advisors.

We will not share your data with any other third parties unless you have given your explicit consent for us to do so. We will not share your data outside the EEA.

### **Your right to your personal information**

Under the General Data Protection Regulation you have the right to request a copy of the personal information we hold about you. You also have the right to request that we erase any personal information we hold, where It's Magic Events has no compelling reason to continue processing this data.

If you wish to request this information please contact [info@itsmagic.org.uk](mailto:info@itsmagic.org.uk) or call 01444 800045. We will then send you a form which you will need to complete and send back to us by post. We will also require you to provide two forms of identification. Once we have received your information request and your identification we will respond within one month.

### **Updates to this privacy policy**

We may make changes to this Privacy policy. If we do make any significant changes to the way we collect and process your personal information we will make this clear on the It's Magic Events website, or by contacting you directly.

### **Raising Queries or Concerns**

If you have any questions, comments, or concerns about data protection at It's Magic Events please contact us at [info@itsmagic.org.uk](mailto:info@itsmagic.org.uk)

If you are not satisfied with the response you receive from us for any reason then you may wish to contact the Information Commissioner's Office via <https://ico.org.uk/>.