

Privacy Policy

Issued: November 2023

Review Date: November 2025

Introduction

FolkActive would like 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.

This Privacy Policy sets out how we collect, store and use your personal information. This means any information that identifies or could identify you.

Who we are

FolkActive is a "data controller" for the purposes of the Data Protection Act 2018. This means that we are responsible for, and control the processing of, your personal information.

How we collect information about you

FolkActive collects information from you when you interact with us directly. This could be if you ask us about our activities, sign up for emails from us, contact us by post or telephone or register to join one of our groups. You may also deal with us through third parties such as a venue's box office when attending one of our events and will be asked to provide 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 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 may 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.

Information we collect and why we use it

FolkActive collects 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 funding, we may also be called upon to provide demographics data on attendees of our events in an anonymised, aggregated format when reporting back to funding bodies.

Personal Information

Personal information is information that identifies you as an individual and relates to you. This includes:

- Name;
- Address;

- Telephone number;
- Email address;
- Photographs;
- IP addresses;
- Location data;
- Profiling and analytics data; and
- Online cookies.

Personal information FolkActive collects includes details such as your name, date of birth, email address, postal address, telephone number and records of correspondence. Photographs of individuals for the purposes of marketing and promotion are also classed as personal information.

Special Category Data

Special Category Data consists of more in depth data such as:

- Ethnicity;
- Trade Union Membership;
- Religion;
- Political Opinions;
- Sexual orientation;
- Health Information;
- Biometric Information; and
- Genetic data.

FolkActive does not collect or hold any special category data.

Aggregated or pseudonymised data

As well as personal confidential data, We may use other categories of data which are designed to improve the safety of the individuals that it refers to, specifically, we may use anonymised data, which is where personal identifiers are removed to communicate with funding organisations. **In cases such as these, the individual cannot be reidentified.**

Children's data

Some of our work is aimed at children, and to deliver these services safely it is necessary for us to store information on our database. Before FolkActive collects any information from an individual under the age of 18, we will always ask them to:

- Obtain the permission of a parent or guardian before registering with us, and provide us with their contact details; and
- Inform them that photographs may be used for the purposes of marketing and give the right to dissent to share that information.

What we do with your information

FolkActive uses your information to:

- 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, for example, to provide you with the information you need in order to attend our events and groups;
- Update you with important administrative messages about an event, or services or goods you have requested;
- Contact you about other FolkActive events and opportunities which we think you may be interested in, 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 FolkActive or our events and groups;
- Keep a record of your relationship with us.

FolkActive may also use your personal information:

- To invite you to participate in feedback surveys or research to help us provide a better experience;
- To invite you to 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 interest'. This means that the reason that we are processing information is because it is necessary in order to carry out our activities. This is done at no detriment to you, or the safety and integrity of your personal information.

What we don't do with your information

We do not sell your data or pass on your data to any other organisations for marketing purposes.

We will not use your information in other ways unless we have permission to do so. We do not use your data for anything other than the purpose for which it was supplied to us by you, unless the new purpose is similar and fair.

Exceptions

The only exceptions might be:

- If we were legally obliged to do so, for example by the police;
- If it was necessary to protect our staff, or other persons.

How we store your data

Data is stored securely in a manner which complies with the Data Protection Act 2018. 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.

Access to your information

Any information that we hold is accessible under chapter iii of the Data Protection Act 2018, if you wish to request a copy of this data from us, you may do this by making a 'subject access request'. We may ask you to prove your identity in order to process this.

You can make a subject access request in the following ways.

- Email info@folkactive.org.uk with the subject line 'Subject Access Request'
- Write to FolkActive CIC, 37 Northbrook Road, Southampton SO14 0BW;

How to stop us contacting you and the right to be forgotten

We understand that circumstances change, and that in time, the work of FolkActive may no longer be relevant to you. In cases such as these, you can contact us on the above details and inform us and we will ensure you are removed from any databases under the Right to be Forgotten (Data Protection Act 2018).

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/>

Data Protection Officer Contact Details

- Email: info@folkactive.org.uk
- Post: FolkActive CIC, 37 Northbrook Road, Southampton SO14 0BW;