Swaledale Festival Privacy Policy

The privacy of your personal data is of the utmost importance to us, as well as to you. Because we gather certain types of information about you and the users of the website, we feel you should fully understand the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information we gather, how we use it, and your rights.

The Data Controller is Swaledale Festival, Hudson House, Reeth, Richmond, North Yorkshire DL10 6TB; tel: 01748 880018; e-mail: enquiries@swalefest.org; web: www.swalefest.org

It is the policy of the Festival to comply with the data protection and other privacy laws applicable to the Festival.

By using the website and/or supplying us with data, you will be deemed to have agreed with this policy.

1. Information we gather and track
   1. Swaledale Festival gathers data that you provide through optional or voluntary disclosure. Such information enables us to better tailor our features and content to your needs and to help us better understand the demographics and interests of our audiences and other participants in the Festival. The main source of data collected by us is from ticket sales.
   2. Examples of the type of data we collect include name, age band (where ticket prices vary by age band), contact addresses and numbers, as well as data from your ticket orders and any other communications (verbal or otherwise) from you. We do not hold card payment details once payment has been processed.

2. Use of the Information
   1. The principal justifications for our use or processing of your data are (a) for the performance of a contract with you (e.g. management of a ticket application, including any updating of information relating to the event) (b) to comply with a legal obligation, (c) to protect the vital interest of you or of another person, (d) in the public interest and/or (e) where we have or a third party has a legitimate interest in so doing. In other instances, we need your express consent.
   2. We use any information given by you to enhance your experience, whether to provide interactive or personalised elements on the site or to better prepare future features based on the interests of people interacting with the Festival.
   3. We may aggregate reports on user demographics. This allows our funders and sponsors to select which events to support more effectively, and allows you to receive information that is pertinent to your needs.
   4. Where our site contains links to other sites, their information practice may be different from ours. You should consult the other sites’ privacy notices as we have no control over information that is submitted to, or collected by, these third parties. Also, we cannot guarantee the privacy of personal information you transmit over the web or by email or that may be collectable in transit by others.
   5. We only keep your data for as long as there is a legitimate reason to do so.

3. Sharing of the Information
   1. We use the information to manage the Festival, and to tailor our content to suit your needs and to help our funders and sponsors better understand our audience’s demographics.
   2. As necessary or desirable for us to manage the Festival, we may need to share your data with our directors, staff and volunteers. In addition we engage external companies and subcontractors, such as (a) Baker Goodchild to distribute brochures to our mailing list (b) Purple Creative Studio to process ticket applications, (c) Worldpay, our
card payment processors, (d) and Mailchimp for sending electronic news. These companies are acting on our written instructions, in confidence, taking appropriate measures to ensure security of processing, and assisting us to comply with our data protection obligations.

3. We may also share data with external entities such as HMRC, fraud prevention/credit rating agencies and payments systems.

4. **Your Rights**
   1. To be informed about our processing of your personal data;
   2. To have your personal data corrected if inaccurate, or completed if incomplete;
   3. To object to our processing your personal data;
   4. To have your personal data erased;
   5. To require access to your personal data,

   all in accordance with the law. This is best done in writing (including email or other electronic means) as there is then less doubt as to precisely what are your wishes; however, you may also give us notice verbally.

5. **Questions, Complaints and Updates**
   1. If you are experiencing problems or have any questions, you can contact us at our address, telephone number or email address set out above.
   2. If you believe we have done anything wrong regarding the data we hold or process about you, you are requested to contact us as soon as possible so that we can try to resolve the matter quickly and with agreement. If you consider we have still not satisfied you, you may have the right to refer the matter to the Information Commissioner (ico.org.uk) and possibly to the Charity Commission (gov.uk/thecharitycommission)
   3. We may update this policy from time to time, without notice to you, so you are encouraged to periodically re-check this page.

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