



## Privacy Policy

### **About this Privacy Policy**

We know how important it is for you to understand how we use your data. This Privacy Policy sets out how and why we collect, store, process and share your personal data. We will always be transparent with you about what we do with your personal data.

This Policy also tells you what your rights are in relation to the personal data you give to us. If you have any questions about this Privacy Policy or your rights under it please contact: [info@mvacademy.co.uk](mailto:info@mvacademy.co.uk)

### **What personal data do we collect?**

The personal data we collect from you directly can include your name, email address, telephone number, address, and any other information you give us when register as a pupil.

We may, where we have a lawful basis for doing so, also collect personal data about you from third parties (for example, from ticketsource when you purchase tickets online for one of our productions).

### **When do we collect your personal data?**

When you contact us, either by email or in person, or expressly asking to be put on our email mailing list.

When you join the Academy

When you submit a registration form.

When you engage with us on social media (by mentioning/tagging us or by contacting us directly).

When you purchase tickets for our productions by email or over the phone, or online via ticketsource.

How do we use your personal data and what are our legal justifications for doing so?

### **As An MV member**

We use your personal data to personalise your experience with MV by:

- providing you with information about our productions (including audition and box office details) and events via email;
- in some instances, sending specific offers to our pupils,

We rely on your consent to send direct email marketing messages to you as an MV registered pupil/parents. This is based on the consent we acquired from you either when you first signed up.

We may use your data to monitor the use of our website and ensure that our website is presented in the most effective and relevant manner for our pupils and supporters.

It is in our legitimate interests as a company to use your personal data in this way. For example, we want to ensure our website is user friendly and works properly. We also want to make it easy for you to interact with us. Where we rely on our legitimate interests, we will always make sure that we balance these interests against your rights.

### **Who do we share your personal data with?**

We will never sell any of your personal data to a third party without permission..

In addition, we will never share your personal data without your consent to do so.

There may be scenarios where we are subject to a legal obligation to share or disclose your personal data, such as with law enforcement agencies or public authorities to prevent or detect crime or fulfil a legal requirement.

### **Your rights**

You have a number of rights relating to your personal information and what happens to it. You are entitled to:

- have your data processed in a fair, lawful and transparent way;
- be informed about how your personal data is being used, an example being this privacy policy;
- access personal data we hold about you;
- require us to correct any mistakes in your personal data;
- require us to delete personal data concerning you in certain situations where there is no good reason for us to continue to process it;
- request that we transfer your personal data to you or another service provider in a simple, structured format;
- object at any time to processing of your personal data for direct marketing purposes;
- object to automated decision making which produces legal effects concerning you or similarly significantly affects you;
- object in certain other situations to our continued processing of your personal data; and
- otherwise restrict or temporarily stop our processing of your personal data in certain circumstances.

You can read more about your rights, including the circumstances in which they apply, in the Guidance from the UK Information Commissioner's Office (ICO) <https://ico.org.uk/for-the-public>. You also have the right to complain about our use of personal data to the ICO. You can do this by contacting the ICO via their website <https://ico.org.uk/concerns> or by calling 0303 123 1113.

### **Changing your preferences**

If you no longer wish to be contacted by us about our upcoming productions, classes or events you can amend your preferences or unsubscribe by contacting us at: [info@mvacademy.co.uk](mailto:info@mvacademy.co.uk)

We want to ensure that all the information we have about our pupils, parents and supporters is factually correct and up to date. If you find that the personal data we have about you is inaccurate or needs updating (for instance, you may have changed your name or address) then please contact us so that we can correct it.

### **Security and retention of your personal data**

We take the security of your personal data very seriously. We have implemented various strategies, controls, policies and measures to keep your data secure and keep these measures under close review. We protect your data by using encryption techniques and we use other safeguards such as firewalls and password protection. This means that your data is protected and only accessible by the principal of MV and full time MV staff who need it to carry out their teaching.

### **Retention of your personal data**

In broad terms, we will only retain your personal data for as long as is necessary for the purposes described in this Privacy Policy. This means that the retention periods will vary according to the type of the data and the reason that we have the data in the first place.

We have procedures in place regarding our retention periods which we keep under review taking into account our reasons for processing your personal data and the legal basis for doing so.

### **Changes to this Privacy Policy**

We may update this Privacy Policy from time to time. If we make significant changes we will let you know but please regularly check this policy to ensure you are aware of the most updated version.

This Privacy Policy was last updated on 24 May 2018.