

# **Guildhall School of Music & Drama Enterprise, Knowledge Exchange and Research Events Privacy Notice**

This notice is of relevance to individuals with whom the Guildhall School's Innovation Division (Enterprise, Knowledge Exchange and Research Events) undertakes activity.

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Approved by	Head of Enterprise & Head of Knowledge Exchange
Written by	Business Growth Officer & Research Coordinator
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The Guildhall School is committed to upholding your privacy and taking care with the personal information that you may give to us. From 25 May 2018, we shall process your personal data in accordance with the General Data Protection Regulations (or GDPR for short).

The Guildhall School is a department of the City of London Corporation ("the City of London"). This specific privacy notice covers activities relating to the provision of activities by the Guildhall School's Innovation Division (Enterprise, Knowledge Exchange and Research Events) including relevant free and ticketed events, short courses and other open programmes, and is a part of the School's overarching privacy notice found at [www.gsmd.ac.uk/privacy](http://www.gsmd.ac.uk/privacy)

This specific privacy notice covers activities that relate specifically to audiences that the Guildhall School's Innovation division undertakes activity with as those have been outlined above. These audiences include short courses and other open programme applicants, participants, past participants, volunteers and other collaborators, clients of enterprise activities, attendees to enterprise events, knowledge exchange events and research events, and other interested audiences.

The Guildhall School is a department of the City of London, who is the data controller for the School. The City of London's privacy notice can be found at [www.cityoflondon.gov.uk/privacy](http://www.cityoflondon.gov.uk/privacy) and their address is, The City of London Corporation, PO Box 270, Guildhall, London EC2P 2EJ. This Notice explains how the Guildhall School of Music & Drama will collect and use your personal data for enterprise, knowledge exchange and research event activities. We will tell you how we obtain and process your data and what to do if you would like to update your communication preferences. If you have any concerns or questions about how the School looks after your personal information please contact the City of London's Data Protection Officer, also the Comptroller and City Solicitor, Michael Cogher, at [information.officer@cityoflondon.gov.uk](mailto:information.officer@cityoflondon.gov.uk) or alternatively contact the School via the Business Growth Officer and/or the Research Coordinator at: [enterprise@gsmd.ac.uk](mailto:enterprise@gsmd.ac.uk) or [research@gsmd.ac.uk](mailto:research@gsmd.ac.uk).

## **Why do we need your data and how do we obtain your personal information?**

Guildhall Innovation is a department of the Guildhall School of Music & Drama, contributing to the embedding of the School's world-leading training and artistic expertise to wider society. Guildhall Innovation includes projects from Enterprise, Knowledge Exchange and Research Events. These may include short courses and continuing professional development programmes, free and ticketed events, conferences and other open access courses and programmes. To continue to do this, we need to know about the people who interact with us, and we want to be able to tell people about the work that we do.

We collect information about you from a number of sources:

When you apply or book to one of our short courses or other open programmes. After you complete a course of study or programme participation, or a cycle of bookings and applications is completed, your information will be transferred to our Innovation data management system from the Student Records system or any other system that has been used to process your booking or application. At that point the Innovation data management system becomes the primary record of your on-going relationship with the School.

You choose to give it to us directly: If you interact with us by joining a mailing list, book a place to a conference or event, or make any other kind of request via the Innovation office, we will keep a record of this correspondence in our database.

If you give it to us indirectly: If you book a ticket for a Guildhall School event via the Barbican Box Office and ask to be added to our mailing list, your data will be passed to us securely by the Box Office and will be added to the Innovation data management system. The City of London is the data controller for both the Barbican and the Guildhall School; you can find the City of London privacy policy at [www.cityoflondon.gov.uk/privacy](http://www.cityoflondon.gov.uk/privacy)

If you are under 18 we will ask you to confirm that you have your parent/guardian's permission to provide this personal data and, where applicable, to engage in a contractual relationship with the School. If you are under 13 you should not provide us with personal data and should ask your parent guardian to complete any forms on your behalf.

## **What personal data is collected about you?**

Personal data held and processed by the Innovation department may include:

- Biographical information including your name, gender and date of birth
- Contact details and communication preferences such as your address, email and phone number
- Employment details, history and biographies where relevant to our needs
- Your communication preferences
- For short courses attendees and other open programme participants, details of courses and programmes you studied at the School and the year of attendance, including any bursaries or other financial assistance you may have received.
- Registration, booking details and attendance at Guildhall School events, conferences and open programmes.
- Photography and video recordings, including CCTV
- Current areas of interests and hobbies where relevant to our needs
- Information from publicly available sources such as media articles
- Family and parent/guardian details where relevant to our needs

- Other special category data where relevant to our needs. These may include ethnicity, nationality, religion, medical history, disability, dietary requirements
- Personal information relating to criminal offences and convictions.

## **Why do we hold your information and what will we use it for?**

We use the data that we hold to inform our activities, so that we can provide you with the best service we can and signpost opportunities to be involved in the vibrant community of the Guildhall School.

Marketing materials that we might share with you include information about upcoming events, courses, performances and other activities. Where you have provided your postal address or telephone number, we may send this information to you by post or by calling your telephone unless you have told us not to. Under the rule of PECR 'soft opt-in' we may also email you this information unless you choose to unsubscribe.

We aim to send you only timely, relevant and appropriate messages. To do this we use your data to help us to understand how to effectively segment our messaging, based on demographic, geographical and social information, and any interests you have told us about. This helps us to produce cost effective and relevant mass communications.

We may in future use your data to group together people who have behaved, or might behave in similar ways. For example, we might find that people who had been to certain events were likely to come to similar events. If this was the case then we might "tag" your record to remind us to include you in invitations to similar events or to assess the likelihood that you might come to another type of event. You have a specific right to ask us not to do this (see below).

We also hold data that is used for the delivery of our services, including for administration purposes, booking and application processing and event management and delivery.

Additionally, we collect social economic data for monitoring purposes to evaluate our services; particular monitoring is undertaken where our activity is linked to widening participation activity and participants so that the long term success can be gauged.

## **Legal basis and legitimate interests**

The law requires us to tell you the legal basis on which we process your data.

Some activities (for example, sending you emails which promote the School's interests) require your consent. If the law requires your consent to process data in a certain way then we will obtain it before carrying out that activity.

Other activities are carried out to fulfil a contract or agreement. If a contract is in place then we will process your data based on that contract.

The law also allows us to process your data if it is in our legitimate interest to do so. We may only do so if we can demonstrate a business need, and so long as your 'interests or your fundamental rights and freedoms are not overriding'. Practically speaking, this means we carry out an exercise to check that we will not cause you harm by processing your data, that the processing is not overly intrusive and that we only do so in a way which is described in this privacy notice.

## **How do we keep your information safe?**

The Guildhall School commits to holding your data securely and treating it with sensitivity. The measures we have in place to ensure this include:

- All personal data that we hold is stored in a secure server with appropriate security measures in place.
- All staff with access to this information have completed the City of London Corporation's data protection training.
- All personal data we hold can only be accessed by people who need it to do their job.

## **Do we share your data?**

The Guildhall School will never pass information to third parties except in the following cases outlined below. Under these circumstances, we always make sure that appropriate controls are in place regarding how your data is handled and we will ensure they never use the data for non-Guildhall School of Music & Drama purposes. We will never sell your information to a third party.

Why we would disclose your data:

- We may need to disclose your information if required to by law.
- To external service providers such as data processors/agents on our behalf, to help provide benefits and services. This may include email services to send emails and newsletters, mailing houses to send out postal letters and magazines, and companies to screen names and addresses to help keep addresses up to date. A contract is always in place with a data processor to ensure they only use your data for the purpose we have requested.
- We may share information on our event, course and programme attendees with trusted partners who have signed a privacy agreement with us.

## **How long do we keep your data?**

We will only hold your personal information for as long as it is necessary to fulfil our legal duties or business purposes. We will always try to ensure that the data we hold for you is up to date, reasonable and not excessive. We review our retention periods for personal information on a regular basis. For further information on our retention periods please refer to our retention schedule at [www.gsmd.ac.uk/privacy](http://www.gsmd.ac.uk/privacy).

## **What are your rights in relation to your data?**

You have a variety of rights in relation to your data. These are as follows:

- Where our use of your data requires consent, you may withdraw this consent at any time.
- Where we rely on our legitimate interest to process data, you may ask us to stop doing so.
- You may request a copy of the data we hold about you.
- If we are carrying out profiling, you may ask us not to do so.
- If you are not satisfied with the way we have processed your data then you can complain to the Office of the Information Commissioner.

If you ask for us to stop processing your data, we will delete the majority of your personal data from our database. We will only retain permanently the basic personal data that we need for institutional record and to ensure you are not added back on to our records in future.

Any significant changes to this Privacy Notice or to the way we treat your data will be communicated via the website or by contacting you directly. If there is anything you are unclear about, please contact us using the details provided below. We will be happy to answer any queries you may have concerning this Notice or the way in which we process your personal data. You can

get in touch with the Business Growth Officer and/or the Research Coordinator at: Tel: +44 (0)20 7382 2310, [enterprise@gsmd.ac.uk](mailto:enterprise@gsmd.ac.uk) or [research@gsmd.ac.uk](mailto:research@gsmd.ac.uk)