

Hay Music Trust Privacy Policy

1. Who we are and how you can contact us:

Hay Music Trust (“HMT”) may be reached by telephone on 07788 745421

Our general email is music@haymusic.org

Our Registered Address is:

Flat 2, Y Gelli Chambers,
10 Broad Sreet
Hay-on-Wye
HR3 5DB

Hay Music Trust is a Charitable Invested Organisation with the Registered Charity Number 1168901.

2. Legitimate interest statement

Hay Music Trust raises funds for a charitable cause: to promote, develop and maintain the art of music in all its aspects by the organisation and support of high-quality performances, talks, classes and other educational events for the people of Hay-on-Wye and its surrounding area.

We process your personal data because we feel it is of legitimate interest to be able to stay in touch with you so that:

Audience members may be aware of the concerts and events we support;
donors and prospective donors can support our charity, its outreach programmes and other charitable organisations with similar aims supported by HMT;
musicians, other artists and service providers can learn about the scope of HMT’s activities.

Our aim is to provide timely and accurate information to you: in connection with concerts and other events we organise or support; on any donations you have made to us or to inform you of opportunities in which you may be interested.

3. Source of our data

HMT does not purchase databases for any audience development purposes or on any donors or prospective supporters.

Information is supplied by:

the people who have approached us through ticket purchases, event attendance, membership of our our Friends or Patrons groups or signing up to our newsletter;

musicians, artists and other collaborators who have appeared at concerts and events we have organised; recommendations from trustees members or other supporters involved with HMT.

In some circumstances we hold information about you which has been gathered from publicly available sources. This may include references to your place of work, occupation, former occupation, education background or other charity involvement. This helps us understand how we can provide the best experience for our audience members and other supporters and how to best connect with you. We do not actively collect any screening information.

4. What data we collect

Audience members:

Name; address; postcode; email address; mobile; home telephone; work telephone; contact preference (email, post, telephone, SMS/text message);
A historical record of your attendance at our events.

Friends, Patrons and prospective Friends and Patrons:

Name; address; postcode; email address; mobile; home telephone; work telephone; contact preference (email, post, telephone, SMS/text message);
Gift Aid Declaration (Y/N);
Musical interests and background - we gather this optional information to help us gain a picture of the musical knowledge interest and skills within our supporter groups
WE ALSO HOLD:
A historical record of your attendance at our events, your donations or provision of in-kind support and our correspondence with you.

Contacts with musicians, other artists and service providers, other organisations and schools for whom we provide events:

Name; address; postcode; email address; mobile; home telephone; work telephone;
WE ALSO HOLD:
Records of our correspondence.

5. How we are using personal data:

Audience members:

We want to maintain a list of people who have attended our concerts so that we can contact them about future events. We also want to be able to contact audience members about any cancellations of performances; changes of time and venue; changes of programme of artists.

Supporters:

We want to maintain a list of people who have donated to us before as Friends, Patrons, sponsors or in-kind supporters so that we can contact them to ask them to do so again. We want to keep contact information up to date. We want to claim Gift Aid on a person's donation (when relevant).

We want to communicate with donors each year about whether and how they wish their names to be recognised (in print and on website). We want to give current supporters priority

booking to events. We want to keep supporters updated about particular areas of need for funding, forthcoming events, and where their money is being spent by sending occasional communications about the relevant area. We want to maintain a list of people who have explicitly told us that they don't want us to contact them again.

Musicians, other artists and agents, other service providers:

We want to communicate with you about our current programme of concerts and events and future opportunities for collaboration.

Schools and other organisations, and other partners:

We want to communicate with you about current work we are supporting and/or future opportunities to engage with you in our outreach programme.

Potential Supporters:

We want to maintain a list of people whose names have been referred to us as potentially interested in HMT activities. We want to maintain a list of people who have explicitly told us that they don't want us to contact them again.

We use information on our database solely for our purposes and do not sell or share it with others. We use donors' banking details to process donations they have made and we do not retain banking details in our database or accounting system.

We hold email addresses of our supporters on Mailchimp to send e-newsletters and occasionally publicise news about other local musical activities of interest. We ask permission before adding subscribers' details, and Mailchimp allows recipients to unsubscribe at any time. We share your data only with you, on request.

6. Who has access?

HMT trustees and other volunteers (under supervision) access and update these records through password-protected secure channels with access permission restricted to their area of work.

May 2018