

General Data Protection Regulation (GDPR)

This document discloses The Becky Dell Music Academy's storage and use of data policy in line with the new General Data Protection Regulation (GDPR) laws.

The Becky Dell Music Academy is committed to protecting the privacy of our clients, and process personal data with utmost care in accordance with the General Data Protection Act 2018.

Personal information is used by us and those who work for us to provide our clients with a bespoke service. We may also use this information for analysis, research or screening purposes.

All personal data stored by us is password protected. We have never and will never share, sell or rent this information to third parties for marketing purposes.

> **Addresses**

- We store this data as we are a home visiting service and must provide tutors with the addresses of clients in order for music lessons to take place. This information is also used to send birthday cards to clients.

> **Phone Numbers**

- We store this information so we can contact our clients in relation to music lessons and events.

> **Email Addresses**

- We store this data in order to contact our clients in relation to music lessons and events, and send regular newsletters with blogs and important information about the academy.
- We have a double opt-in policy when a new client subscribes to our mailing list from our website and we seek permission on paper when we are doing the initial meeting with new clients at their house and they give us their email address then.

> **Bank Details**

- On the occasion that a client should disclose their bank details to obtain a refund, this information is cross shredded if written on paper or deleted if provided via email immediately after the refund has been given.

> **Birthdays**

- We store this data to enable us to send birthday cards to our clients and for when we are entering students for grade exams.

> **School information**

- We store this data to ensure that we can adjust our term dates in line with the schools at which our broadest clientele base attend.

> **Photographs**

- On meeting a new client, we take a photo of the family for our phone contact information following their consent.

- Photography from events such as concerts and workshops is stored for future use via our website and social media profiles. Permission for using these photos is sought at our first meeting with clients.

Should a client cease patronage with the BDMA their personal data will be password protected and stored for 5 years from the date on which we were informed. We may still contact the client under the valid lawful basis of 'legitimate interest' set out under GDPR during this time.

Should a client disclose that they would no longer like to hear from us, their information will be deleted immediately.