

BCMG

Privacy Policy



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Purpose of policy

We are committed to protecting your personal information and being transparent about what information we hold about you. Using personal information allows us to develop a better understanding of our patrons and in turn to provide you with relevant and timely information about the work that we do - both on and off stage.

As a charity, it also helps us to engage with potential donors and supporters. The purpose of this policy is to give you a clear explanation about how we collect and use the information we receive from you directly and from third parties.

We use your information in accordance with all applicable laws concerning the protection of personal information.

This policy explains

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Our use of cookies to improve your use of our website
- How we keep your personal information secure, how we maintain it for you, and your rights to access it.

If you have any queries about this policy, please contact the Data Protection Officer at Birmingham Contemporary Music Group, CBSO Centre, Berkley Street, Birmingham B1 2LF or email: info@bcmg.org.uk.

Who we are

Birmingham Contemporary Music Group (BCMG) is a world renowned new music ensemble, known for its brilliant performances, ambitious commissions, innovative collaborations, and vibrant learning programme. BCMG is a registered charity and is funded by Arts Council England as well as various trusts, foundations and individual donors and supporters.

Our registered charity number in England and Wales is 1001474 and we are also registered as a company in England and Wales under registration number 2446126.

Information collection

We collect various types of information and in a number of ways:

Information you give us

When you register on our website, buy tickets or make a donation, we'll store personal information you give us such as your name, email address, postal address and telephone number. We will also store a record of your purchases and donations.

Information about your interactions with us

When you visit our website, we collect information about how you interact with our content and ads. When we send you a mailing we store a record of this, and in the case of emails we keep a record of which ones you have opened and which links you have clicked on.

Information from third parties

We occasionally receive information about you from other sources. For example, as we are a touring company we may receive your personal information when you book tickets through venues where we are performing. We will always contact you to let you know if we have been given your information from a third party, and we will always tell you how to access this policy so you know how we will use your data.

Sensitive personal data

Data Protection law recognises that certain categories of personal information are more sensitive such as health information, race, religious beliefs and political opinions. We do not usually collect this type of information about our patrons unless there is a clear reason for doing so, for example you may provide information about an allergy in advance of a catered event.

Legal basis

There are three bases under which we may process your data:

1. Contract purposes

When you make a purchase from us or make a donation to us, you are entering into a contract with us. In order to perform this contract we need to process and store your data. For example we may need to contact you by email or telephone in the case of cancellation of a concert, or in the case of problems with your payment.

2. Legitimate business interests

In certain situations we collect and process your personal information for purposes that are in our legitimate business interests. However we only do this if there is no overriding prejudice to you by using your personal information in this way. We describe below all situations where we may use this basis for processing.

3. With your explicit consent

For any situations where contract or legitimate business interest bases are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

Marketing communications

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as what events you have booked for in the past, as well as any preferences you may have told us about. We use our legitimate business interest as the legal basis for communications by post and email.

In the case of postal mailings, you may object to receiving these at any time using the contact details at the end of this policy. In the case of email, we will give you an opportunity to opt out of receiving them during your first purchase with us. If you do not opt out, we will provide you with an option to unsubscribe in every email that we subsequently send you, or you can alternatively use the contact details at the end of this policy.

If you explicitly opt-in to receive information from us we use consent as the legal basis for communicating with you - for example, this is the basis we use if you sign up on our website and tick a box to receive information about concerts and events. You can withdraw consent at any time using the contact details at the end of this policy.

We may also contact you about our work by telephone however we will always get explicit consent from you before doing this. Please bear in mind that this does not apply to telephone calls that we may need to make to you related to your purchases (as described in the [Legal basis: 1. Contract purposes](#) section of this policy).

Other processing activities

In addition to marketing communications, we also process personal information in the following ways:

- We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible.
- We may analyse data we hold about you in order to identify and prevent fraud.
- We may analyse data we hold about you in order to comply with reporting requirements from funders such as Arts Council England.
- We may analyse information about how you use it and the content and ads that you interact with in order to improve our website.
- We may use profiling techniques or third party companies to provide us with information about you that will help us to communicate in a relevant way with you, including approaching you about potential philanthropic support. Such information is compiled using publicly available data about you. We will always keep your rights and interests at the forefront to ensure they are not overridden by your own interests or fundamental rights and freedoms. You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details at the end of this policy. Please bear in mind that if you object this may affect our ability to carry out tasks above that are for your benefit.

Third parties

There are two circumstances under which we may disclose your personal information to third parties. These are:

1. To our own service providers who process data on our behalf and on our instructions (for example our mailing house). In these cases we require that these third parties comply strictly with our instructions and with data protection laws, for example around security of personal data.
2. Where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

Cookies

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function (for example to keep track of your basket) as well to provide website operators with information on how the site is being used.

We use cookies to keep track of your basket as well as to identify how the website is being used and any improvements we can make.

Your debit and credit card information

If you use your credit or debit card to purchase from us or to make a donation, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS). [You can find more information about this standard here](#). We do not store credit or debit card information.

Maintaining your personal information

We store your personal information indefinitely such that for any subsequent purchases you make we are able to link them back to a single unique record that we hold for you on our system. If there are aspects of your record that are inaccurate or that you would like to remove, you can let us know by contacting us using the details at the end of this policy.

Any objections you make to any processing of your data will be stored against your record on our system so that we can comply with your requests.

Storage and transfer outside of Europe

Your data will be stored securely on servers in the EU. We may transfer personal data to our email provider Mailchimp, which has servers in the USA. Mailchimp is compliant with the EU-U.S. Privacy Shield Framework. [More information on Mailchimp can be found here](#).

Security of your personal information

We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible. We will ensure that any third parties we use for processing your personal information do the same.

Your rights to your personal information

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected. Please use the contact details at the end of this policy if you would like to exercise this right.

Contact details and further information

Please get in touch with us if you have any questions about any aspect of this privacy policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests.

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