

Privacy Notice

1. Introduction

We aim to serve our users and we want you to be informed about what we do with your personal data. This Privacy Notice will let you know exactly what happens to your personal data and how we keep it safe and secure.

We update this Privacy Notice from time to time, so please do check it regularly to stay informed.

2. Who are we?

We are The Gustav Mahler Society UK, our address is 11 Whitelands Avenue, Chorleywood, WD3 5RE. We are a charity and our Registration Number is 1091973. Our ICO Registration Number is ZB226338. We are a Data Controller as defined by the UK General Data Protection Regulation and the Data Protection Act 2018.

You can email us at info@mahlersociety.org

Our website is not intended for those under 18 years old.

3. What about your personal data?

When you visit our website: We only use essential and first-party cookies on our website. These collect various types of personal data and may include your visits to our website, page views, downloads, navigation and exit, IP address, geographical location, browser type and version, operating system, referral source and length of your visit. We do not use third-party cookies and only use Squarespace's first-party analytic cookies so that we can see how many people are using our website and which pages are popular. You can accept or decline this.

Our website may contain links to other external websites. We are not responsible for the practices, policies or content of such websites and suggest that you check their privacy policies to ensure that you are happy to continue browsing.

When you become a member: We will collect your name, email address, postal address and payment details as part of our contract with you, so that we can administer your membership. We may have received your details when we met you at a concert or event and you filled in our Membership Leaflet. We do not collect any special category personal data, such as information about your health. However, if we are arranging an event and you would like to advise us of any accessibility issues you may have, we would be pleased to hear from you and ensure that we do our best to accommodate you.

We normally welcome new members on our public Facebook page by name and town/city. We will check with you that you are happy for us to do this.

If you send us an enquiry via email, social media or the website: We will answer your enquiry and enter into correspondence with you.

When we work in conjunction with you: If you are a sponsor, an artist or other third party, we will collect your name, email address and telephone number so that we are able to communicate with you and organise events, projects or any other relevant work.

How long do we keep your personal data?

Membership details: We will keep these for seven years according to HMRC guidelines on our online secure system. Any paper records, such as your original application, are shredded when no longer needed.

Enquiries: We will keep this as long as is necessary and then for a further 12 months.

When we use **Legitimate Interest**, we will have done an assessment to make sure that we are not infringing on your rights.

4. What communications will you receive from us?

Non-marketing communications

If you have become a member of our organisation: We may contact you by phone, text or email to advise you of member-related information, including:

- communications relating to new membership applications
- communications relating to events, such as a place you may have reserved
- announcements of future events
- communications relating to sponsorship/sponsors or artists.

Marketing communications

If you are one of our members: We would love to send you updates about the society with your consent. You can opt out of receiving marketing communications at any time.

5. What sort of marketing do we do?

We use social media sites such as Facebook (you can also find our Privacy Notice on our Facebook page). We do not use paid advertising on Facebook, but if this changes, we would be careful around the use of custom audiences and transfers of your personal data from our database. If you choose to follow us on our social media sites, we will see your name and such details you choose to disclose.

We use segmentation in our email marketing to make sure that messages are tailored to you. We will be able to see how successful our email campaigns are by gathering data such as open rates and click-through rates. This helps us to improve our service to you.

6. Who do we share your data with?

We are very careful about who we share your personal data with. We make sure that the organisations we work with, such as couriers, take your personal data as seriously as we do. We would never share your data with third parties for marketing activity without your express consent.

The organisations we share data with are:

Webhosts, our website creator, email-marketing platform, accounting package and solicitor (if required). We use Gmail and Microsoft within the organisation to communicate and make sure we run efficiently.

7. Do we transfer your personal data outside of the UK/EEA?

The systems, apps and third parties we use that are outside of the UK/EEA have the proper safeguards in place.

8. What are your rights?

You have a right:

- To be **informed** about how we process your personal data
- To have **access** to your personal data
- To have any necessary **rectification** of your personal data made
- To have your personal data **erased** in certain circumstances
- To have your personal data copied and sent to a third party (**portability**)
- To **object** to us processing your personal data (e.g. you can withdraw your consent to marketing communications)
- To **restrict** our use of your personal data
- To know about **automated processing** (we do not do any automated processing)

9. What to do if you have a question

If you wish to exercise any of your rights, please contact us in the first instance on info@mahlersociety.org

You can get in touch with the ICO directly [here](#)

This Privacy Notice was last updated on 27 January, 2022

Data Protection Legislation relating to this Privacy Notice:

- UK General Data Protection Regulation
- Data Protection Act 2018
- Privacy and Electronic Communications (EC Directive) Regulations 2003