

DATA PROTECTION POLICY STATEMENT



1 INTRODUCTION

- 1.1 This document contains the policy statement and procedures of Live & Local Ltd (Live & Local) with respect to the Data Protection Act 2018 (DPA), the UK General Data Protection Regulation (GDPR) and Privacy & Electronic Communications Regulations (PECR)
- 1.2 Live & Local is registered with the Information Commissioner's Office (ICO) to process personal data and is named as a data controller under the register kept by the ICO in accordance with section 19 of the DPA. Live & Local's registration reference is ZA198478.

2 POLICY STATEMENT

- 2.1 Live & Local Ltd. is fully committed to ensuring that all data collected is protected and will only be used in compliance with the requirements of the General Data Protection Regulation and in accordance with this policy statement.
- 2.2 Live & Local Ltd. will ensure that:
 - Staff will have access to personal data only where it is required to fulfil their role,
 - Everyone managing and handling personal information understands that they are responsible for following good data protection practice,
 - There is a designated Data Protection Lead which knows and understands this policy and its contents so that they may implement its contents and educate staff,
 - Staff who handle personal information are appropriately trained,
 - Methods of handling personal information are regularly assessed and evaluated,
 - Any disclosure of personal data will follow approved procedures,
 - All necessary steps are taken to ensure that personal data is kept secure against unauthorised or unlawful processing, access, disclosure, loss, destruction, or damage.

3 WHAT IS COLLECTED & WHY

Live & Local:

- 3.1 Collects and holds personal data from potential and current audience members through paper and digital mailing list subscription (sign-up) forms and audience surveys, distributed either online or at Community Touring Network shows, Community Cinema Network film screenings and festivals, outdoor art shows, or other events coordinated by Live & Local, and from direct contact with the Live & Local office (email, telephone, or letter).
- 3.2 Collects and holds information and special category data in relation to potential and current promoters and their colleagues.
- 3.3 Collects and holds information in relation to complainants, correspondents, enquirers, potential and current funders, partner organisations, suppliers, service providers, advocates and other organisations who may be interested in the company's work, along with members of the Friends scheme and other supporters. Other than where explicitly stated this policy covers this group in the same way.
- 3.4 Collects and holds personal data and special category data in relation to staff.
- 3.5 All personal data that is collected is:
 - Used fairly, lawfully, and transparently,
 - Used for specified, explicit purposes,
 - Used in a way that is adequate, relevant, and limited to only what is necessary,

- Accurate and, where necessary, kept up to date,
 - Kept for no longer than is necessary,
 - Handled in a way that ensures appropriate security, including protection against unlawful or unauthorised processing, access, loss, destruction, or damage.
- 3.6 When Live & Local collects personal data it ensures that where required, it makes data subjects aware that their information is being collected, what information is stored, the purpose for collecting the data specified, whether it is shared with any third parties, and their rights relating to their data. This is done using privacy notices. See also our Privacy Statement and Privacy Notice (Events). Data rights include the right to:
- Be informed about how their data is being used,
 - Access personal data,
 - Have incorrect data updated,
 - Have data erased,
 - Stop or restrict the processing of data,
 - Data portability,
 - Object to how their data is processed in certain circumstances,
 - Profiling to predict behaviour or interests.
- 3.7 Live & Local may collect the following information:
- Prefix and full name,
 - Organisation (if acting on their behalf),
 - Contact information (including email address, billing address, delivery address, telephone number and mobile telephone number) and contact preferences,
 - Demographic information including special category data such as age, gender, ethnicity, disability.
 - Behavioural information such as purchase patterns, preferences, and interests,
 - Other information relevant to research, surveys and/or offers,
 - Imagery (photographs, audio, videos, and other digital media),
 - Financial information, including payment card details and bank details,
 - Sensitive (special category data) information about staff.
- This is not an exhaustive list and Live & Local retains different types of information for different individuals based on what is necessary to deliver its services to a high standard.
- 3.8 Live & Local collects and uses data information from its audiences, subscribers, promoters, and partners for the following:
- Basic administration/record keeping,
 - Contract management/administration,
 - To provide and improve its products and services,
 - Service management,
 - Current and potential promoters receive information about Live & Local 's services, available shows and items relevant to their participation in the network(s); Current and potential funders, partners, companies and performers and other interested organisations receive information about Live & Local 's services, current events and projects and other items relevant to their investment and/or interest in the organisation,
 - Direct marketing and fundraising communications, including the distribution by post of posters, leaflets, postcards and direct mail letters, and the posting of e-campaigns; By joining Live & Local's mailing list, subscribers' consent to receive information about Live & Local's live shows and film screenings, last-minute offers, news updates and fundraising using the contact details provided,
 - Profiling,

- Ticket sales management.
- 3.9 Live & Local collects and uses data information from its survey respondents for the following:
- To improve its products, services, audience development and marketing and fundraising communications,
 - To introduce new products and services,
 - To meet funding agreements and/or relevant contractual or legal requirements.
- 3.10 Live & Local collects and uses images, photographs, audio, video, and other digital media files for the purposes of marketing, fundraising, advocacy, training and development and documentation.
- 3.11 Live & Local collects and uses personal and sensitive (special category) data information from staff to comply with contract, law and in accordance with other company policies.

4 More information on prospective voluntary promoter groups:

- 4.1 Live & Local uses research from several different publicly available sources to identify potential voluntary promoter groups and/ or community venues, and areas of low arts engagement, aiding us in our service coverage activities. This may include newspaper, websites and archives, voluntary organisation websites and the electoral roll as well as official websites of companies, charities, local government and other arts organisations.
- 4.2 Live & Local uses publicly available contact information such as email, address or number to contact voluntary promoter groups or venues that we believe may be interested in participating in our work. We believe that this in the legitimate interest of our business needs.

5 More information on prospective touring and/ or project artists and performing companies:

- 5.1 Live & Local uses research from publicly available sources to identify potential artists that we believe may be interested in participating in our work. This may include newspaper websites and archives, entertainment agency websites and arts festival websites as well as the official websites of performing companies and other arts organisations. We may contact the people specifically connected to these bodies via publicly available contact information, such as a relevant work e-mail address. We believe that this in the legitimate interest of our business needs.

6 More information on fundraising:

- 6.1 Live & Local will use research from several different publicly available sources to identify potential supporters and their interests in addition to those of our current supporters, aiding us in our fundraising activities. This may include newspaper websites and archives, the electoral roll as well as official websites of companies, charities, and other arts organisations. In addition to this research, we also make use of company, director, and shareholder information from publicly available, officially registered information providers, such as [trustfundraising.org](https://www.trustfundraising.org), LinkedIn and 192.com.
- 6.2 If we have identified a specific company or trust and foundation through this research that we believe may be interested in supporting our work, we may contact the people specifically connected to these bodies via publicly available contact information, such as a relevant work e-mail address. If we identify an individual, we may contact them via phone, email or by post. We believe that this in the legitimate interest of our fundraising needs.
- 6.3 We will ask individual donors for their consent for us to email them specific fundraising e-mail communications or e-mail them invitations as per the benefits of their engagement with us. We will always endeavour to tell them about the aspects of our work that we think are most relevant to their interests, including ways to support our artistic programme, our artist development programmes and the work in our communities.

- 6.4 As part of Friends membership benefits and to fulfil the contract we publicise the name. We respect the rights to anonymity if the supporter so requests.
- 6.5 We will also ask for all Friends consent to receive specific fundraising digital communications.

7 HOW DATA IS STORED

We will ensure operational policies are in line with Privacy and Electronic Communications Regulations (PECR). Live & Local:

- 7.1 Stores the data on secure electronic databases/ servers/Microsoft SharePoint and in paper files/ archives. A person's personal data is kept for no longer than is needed for documentation requirements as stated in Section 5. Periodically the held data is reviewed and erased or anonymised when no longer needed.
- 7.2 Keeps a record of a request to join the mailing list. an individual makes a request for erasure verbally or in writing (letter or email) Live & Local will respond to this request within one month. The right is not absolute and only applies in certain circumstances.
- 7.3 archives written correspondence for as long as is considered necessary.
- 7.4 stores images, photographs, and audio, video, and other digital media files on a secure computer network. Digital media files may be released on the internet, for broadcast or in printed material to promote the aims and ideals of Live & Local. Parent/ guardian consent to release digital media files of minors is always sought.
- 7.5 stores sensitive personal data about staff in secure paper and electronic files with restricted personnel access. Records are destroyed in accordance with the current legislation, and as per Section 8 (below).
- 7.6 is committed to reporting any breaches of data as is necessary under data protection guidance.

8 DATA RETENTION/DESTRUCTION

8.1 Sensitive personal data held for recruitment and staff will be retained and destroyed as follows:

Document	Period of Retention	Statutory Authority/Best Practice
Interviewees: Application Form and interview notes (unsuccessful applicants)	1 year after date of interview	Best Practice as advised by CIPD
Non- interviewees: Application and shortlisting notes	6 months after shortlisting date	Best Practice as advised by CIPD
References given	1 yr after the reference is given	Best Practice as advised by CIPD
Employment Contract	6 years after end of employment or the terms are superseded.	Best Practice as advised by CIPD
Income tax and NI Returns, and correspondence with HMRC	Not less than 3 years after the end of the financial year to which they relate	Income Tax (Employments) Regulations 1993
Payroll	6 yrs after the end of the tax year	Taxes Management Act 1970
National Minimum wage records	3 years after the end of the pay reference period following the one that the records cover	National Minimum Wage Act 1998
Statutory Maternity/Parental Pay records	3 years after the end of the tax year in which the maternity/parental period ends	The Statutory Maternity Pay (General) Regulations 1986, Maternity & Parental Leave Regulations 1999
Sickness Records	3 years after the end of the tax year to which the sickness relates	Best Practice- The Statutory Sick Pay Regulations 2014 abolished the obligation to keep these records
Annual Leave Records	3 years after the end of the tax year to which the annual leave relates	Best Practice
Unpaid Leave/Special Leave Records	3 years after the end of the tax year to which the sickness relates	Best Practice
Personnel records including application forms, employee references, interview notes, promotion, training, disciplinary, appraisals etc	6yr from end of employment	Best Practice as advised by CIPD
Pension records	6 years	The Pensions Regulator
Records regarding accidents/injuries	3 years from the date of the entry (or, if the accident involves a child/ young adult, then until that person reaches the age of 21).	The Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995 (RIDDOR)
Flexi sheets	2yrs	The Working Time Regulations 1998
First Aid Training	6 Years after employment	Health & Safety (First Aid) Regulations 1981
Fire Warden Training	6 Years after employment	Fire Precautions (Workplace) Regulations 1997

8.2 Financial data will be retained and destroyed as follows:

Document	Period of Retention	Statutory Authority/Best Practice
Purchase Ledger	6 yrs	Companies Acts 2006
Invoices	6 yrs	Companies Acts 2006
Cheque Books	6 yrs	Companies Acts 2006
Deposit Slips	6 yrs	Companies Acts 2006
Bank Statements	6 yrs	Companies Acts 2006
Petty Cash Receipts	6 yrs	Companies Acts 2006
Audits	6 yrs unless advised otherwise	Companies Acts 2006

8.3 Insurance Records will be retained and destroyed as follows:

Document	Suggested period of Retention	Statutory Authority/Best Practice
Employer's liability insurance	Permanent	Best Practice
Insurance claims	8 years	Best Practice

9 SECURITY

9.1 Live & Local is committed to ensuring that personal data is secure. To prevent unauthorised or unlawful processing, access, disclosure, loss, destruction, or damage it has put in place suitable physical, electronic, and managerial procedures to safeguard and secure the information collected and stored. Any payment transactions are encrypted. Whenever information is stored online, Live & Local has a data sharing agreement with the data processor which states the requirements of high-level security. Collected data may be transferred to, stored, and processed at a destination outside the United Kingdom (UK). By submitting personal data, individuals agree to this transfer, storing or processing. When Live & Local transfers information outside the UK obligations are imposed on the recipients of that data to protect the information to the standard required in the UK.

10 CONTROLLING PERSONAL DATA

- 10.1 Live & Local's subscriber mailings (direct and email) are opt-in. All data subjects have the right to amend/ update their preferences or unsubscribe from the mailing lists. Instructions are given at the bottom of every direct mail letter and email campaign to enable subscribers to undertake this.
- 10.2 Every two years Live & Local contacts direct mailing list subscribers, for whom it has held personal information for more than four years and who haven't opened any of the last five campaigns, to confirm that the information which is held for them is relevant and accurate. They will be asked to opt-in to the mailing list again if they wish to remain on the database.
- 10.3 If an individual makes a valid erasure request verbally or in writing, no exemption applies, and proof of identity is established, Live & Local will take steps to ensure data erasure ('putting data beyond use') from both live systems and backup systems without undue delay, in line with the established retention schedule and available technical mechanisms, but at the latest within one month of receipt (or three months with extension). In most cases no fee will be charged to comply with a request for erasure. Live & Local will notify other organisations about the erasure of personal data where the personal data has been disclosed to others; or the personal data has been made public in an online environment.

- 10.4 Audience members can opt-in to having their contact details passed on to other arts organisations (artists and performance companies, producing and commissioning companies and networks, arts development companies and programmers, artistic and strategic partners) who have produced shows they have seen, or local voluntary promoter groups who work in collaboration with Live & Local, so that they can be kept informed about the work of these organisations/groups. These organisations should contact the audience member letting them know how they collected their data and to check that they are happy to hear from the organization. Audience members will always be able to opt out of these communications by contacting the organisation directly.
- 10.5 Live & Local will never share, sell, rent or trade personal information to any third parties for marketing or fundraising purposes without prior consent. Personal data might be passed to a third-party data processor from time to time if they need it to fulfil order(s) for goods and services, or to execute the communications Live & Local sends subscribers, or to provide Live & Local with professional accounting or legal advice, or due to Live & Local's obligations to comply with current legislation and bank transactions, or duty to comply with a regulatory authority in accordance with legal obligations. Personal information will be shared internally amongst staff but only to enable them to carry out their duties in line with the purposes set out above. Live & Local ensures anyone who provides a service for Live & Local enters into a confidentiality or non-disclosure agreement and meets its standards for data security.
- 10.6 All individuals in clauses 3.1 to 3.4 have the right to access their personal data. A subject access request can be made verbally or in writing. Live & Local will respond to a request (subject to exemptions) within one month (or three months with extension). In most circumstances, no fee will be charged to deal with a request.
- 10.7 If any individual believes that any information Live & Local holds about them is inaccurate or incomplete, they can make a request for rectification or completion verbally or in writing. Live & Local will respond to a request within one month (or three months with extension). In certain circumstances a request for rectification can be refused.
- 10.8 Live & Local will pass voluntary promoters' contact information to other promoters in the network and to the performers/ companies they are promoting, within the terms of their Promoter Agreement.
- 10.9 As an Arts Council England (ACE) National Portfolio Organisation (NPO), Live & Local will meet the Arts Council's requirements around data sharing and will ensure that mutually agreed data sharing agreements are in place with relevant Arts Council funded organisations.
- 10.10 Live & Local will collect, and report anonymised basic audience profile data as required by ACE on a representative sample of audiences by ethnicity, age, sex and disability status, engagement, and reach by postcode, via The Audience Agency's Audience Finder audience survey.
- 10.11 Live & Local will evaluate the impact of its work on the people who experience it via the Impact & Insight Toolkit (IIT) digital evaluation platform operated by Counting What Counts (CWC) on behalf of Arts Council England. Evaluations are anonymous but may contain some personal data such as standard demographic responses and reach by postcode.
- 10.12 Any new projects being implemented that involve personal data will undergo a privacy impact assessment to assess any privacy risks.