



GENERAL DATA PROTECTION REGULATION

Your Privacy

Music House Education will collect information from you to provide you with relevant services that you have requested. Personal details collected this way will only be used to provide you with information you would reasonably expect or have agreed to. You can withdraw your consent to us using your data in this way at any time by contacting info@musichouseeducation.com. We promise to make all reasonable efforts to keep your details consent and privacy statements secure. Except as required by law we will never share your details with other organisations to use for their own purposes.

Privacy Notice

We are committed to protecting your personal information, and that of your children and young people. We are committed to using your personal information in accordance with our responsibilities as educators, trainers and delivers of multi-arts services. We are required to provide you with the information in this Privacy Notice under applicable law which includes:

- the Data Protection Act 2018
- the Privacy and Electronic Communications (EC Directive) Regulations 2003.

We will not do anything with your information that you have not given us consent to do so. Processing of your personal information is carried out by Music House Education's internal staff at 306 Uxbridge Road, London W12 7LJ. 00 44 (0)20 8932 2652. This notice, also available on our website tells you about how we collect, use and protect your personal information.

How and when we collect information about you and your children

Communication

We will use your email address and telephone number to keep you updated about our work with children and music. We would also like to keep you up to date on the activities that your child or children will benefit from, as well as to update you about our news and services.

When you directly give us information

We may collect and store information about you when you express an interest in our services. The kind of areas we would require information from you would include:

- Interest in a class or activity for your child or children
- Interest in developing a new project for your child or children
- Register for an event, concert or multi-arts activity
- Provide a new educational service for your child



- Be part of a filmed or recorded event
- Be filmed or recorded during training
- Be filmed or recorded as part of research and development
- Submit a general enquiry
- Register for or use our services
- Participate in our training events
- Give us feedback
- Make a complaint
- Use or purchase our resources
- Apply for a freelance or full-time position
- Register as a volunteer
- Enter into a contract with us
- Are captured by CCTV recording.

When you indirectly give us information

When you interact with us on social media platforms such as Facebook, WhatsApp, Twitter or LinkedIn we may also obtain some personal information about you, or your children. The information we receive will depend on the privacy preferences you have set on each platform and the privacy policies of each platform. To change your settings on these platforms, please refer to their separate privacy notices. We may obtain information about your visit to our site, for example the pages you visit and how you navigate the site.

What information we may collect

When you engage with us by phone, mail, in person or online, we may collect information about you (referred to in this Privacy Notice as 'personal information'). This may include your name, address, email address, telephone number, date of birth and details of your requirements. In relation to information regarding your children's requirements we will request their names, date of birth, music and learning preferences (to music and the arts), their standard, specific needs and other requirements as appropriate to the request.

We recognise that there are areas of personal information that are more sensitive. At Music House for Children this information is known as 'sensitive personal information'. This information may cover information revealing racial or ethnic origin, religious status, information concerning health and data concerning a child's specific needs, and personal background relating to music or multi-arts development, objectives and planned outcomes.

Sensitive information will only be collected where necessary, for example, we may need to collect information from you when you register your child or children for a special project, specialist lessons



involving therapeutic outcomes, or for the purpose of nurturing the best environment and outcomes for your child or children. We will provide clear notices stating what information is needed, and why.

With your consent, we may also collect sensitive personal information if you choose to tell us about your experiences relating to our services for use in a case study, for training purposes or for presentation at educational or early years conferences and training events.

Photographing, Filming and Recording your children or families

We recognise the importance of providing evidence to our funders; to students, educators, managers and families on the benefits of music and multi-arts engagement to babies, toddlers, primary and secondary ages, and those with additional needs including language delay. All footage and data is held in the secure server at the head office. Data may be obtained via a range of media equipment including cameras, video recorders, mobile phones and sound equipment as approved and monitored by the Lead Person at Music House Education. Mobile phones used by our service deliverers are strictly monitored by the Lead Person, with all data removed to the secure server, and the mobile phone wiped of any content. All footage presented for the purpose of sharing appropriate outcomes from our provision is retained by Music House Education with specific consent given for sharing on Social media, early years research, and other relevant sites.

For Children and young people

If you are aged 16 or under, you must get your parent/guardian's permission before you provide any personal information to us. All information will be provided by a parent or guardian relating to request for any services, activity, lessons, workshops or training for children between birth and 16 years of age. Music House Education requires personal information to assist with the development of early years, primary ages and additional needs based learning programmes, courses, lessons, workshops, concerts and other educational based activities. The information may include

- **Monitoring and Evaluating:** We may use your information to improve current and future delivery of our services.
- **Processing an application to work with us:** As a potential teacher or workshop leader we may process your information if you send or fill in an application form or send us your CV or details in respect of an opportunity to work with us in order to evaluate your suitability for work with children and young people.
- **Transactional purposes:** We will need to use your personal information to carry out our obligations arising from any contracts entered into between you and us for goods or services, for example, processing your order and payment for a product from our online shop, or for booking workshops, concerts and special events.



- Providing and developing our website: We may use your personal information to help provide you with access to our website, personalise your experience, and improve and develop it further.
- Administration: We may use your personal information to record and deal with a complaint, record a request not to receive further marketing information, record what our volunteers have done for us, and for other essential internal record keeping purposes.
- Protecting your vital interests: We may process your personal information where we reasonably think that there is a risk of serious harm or abuse to you, your children or other person.
- Market research and surveys: We may invite you to participate in surveys or market research to help us improve our services, resources, website, fundraising and strategic development. Participation is always voluntary. No individuals will be identified as a result of this research, unless you consent to us publishing your feedback.
- Legal, regulatory and tax compliance: Where required we are subject to a legal obligation, we may process your personal information to fulfil that obligation.
- Profiling and analysis: We may occasionally for the purposes of our legitimate interests use your personal information to conduct profiling of our service users or potential service users. This will help us target communications in a more focused, efficient and cost-effective way, to help us reduce the chances of service users and potential service users receiving inappropriate or irrelevant communications. You can object to such use of your personal information for profiling at any time by contacting us at the details set out at the end of this Privacy Notice.

Profiling and activities can be broken into five categories:

1. Data matching

We may combine the personal information you have given us with data obtained from external sources, such as the Office for National Statistics, to infer the likely social, demographic and financial characteristics, so we can tailor our communications and services to better meet your needs or the needs of others like you based on the insight we gain from the profile we build. We will not use the results of this data matching activity in a way that intrudes on your privacy, your children's privacy, or your previously expressed privacy preferences. Any data matching information would remain as an anonymous report, and would not reflect on any personal identity.

2. Segmenting

We conduct analysis of supporters by children's age group, activity preferences, post code or area where the project or activity will be based. This is to ensure that information or mailings are sent to those who will be most interested or likely to respond. This type of activity is not aimed at identifying specific individuals to target, but rather many individuals who may fall within a certain segment of users.



4. High value event planning

We may also use profiling of groups of our service users to produce short reports for participants attending meetings or events with our team and colleagues. This helps our funders, educational settings and educational teams to understand more about those we engage with, and their interests or connection to us.

5. Ethical screening and minimising risk

As a registered non-profit making organisation, we are subject to a number of legal and regulatory obligations and standards. Operating in an ethical manner is integral to developing high levels of trust and demonstrating our integrity and due diligence. This means that we carry out appropriate due diligence of teachers, educators, workshop leaders and those working in the educational sector to help protect Music House Education and its users from abuse, or misuse. Due diligence includes logging every educator on the national Disclosure and Barring Service, and undertaking a contractual arrangement on the duties undertaken.

Who do we share your information with?

We will only use your information for the purposes for which it was obtained. We will not, under any circumstances, sell or share your personal information with any third party for their own purposes. You will not receive marketing from any other companies, charities or other organisations as a result of giving your details to us.

We will only share your data for the following purposes:

- Third party suppliers: We may need to share your information with data hosting providers or service providers who help us to deliver our services, projects, training or special projects. These providers will only act under our instruction and are subject to pre-contract scrutiny and contractual obligations containing strict data protection clauses.
- Where legally required: We will comply with requests where disclosure is required by law, for example, we may disclose your personal information to the government for tax investigation purposes, or to law enforcement agencies for the prevention and detection of crime. We may also share your information with the emergency services if we reasonably think there is a risk of serious harm or abuse to you, your children or other personnel.
- We always aim to ensure that personal information is only used by those third parties for lawful purposes in accordance with this Privacy Notice.

How we protect your information

We use technical and corporate organisational safeguards to ensure that your personal information and that of your children is secure. We limit access to information on a need-to-know basis and take



appropriate measures to ensure that our people are aware that such information is only used in accordance with this Privacy Notice.

We undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff, volunteers and contractors. Our online forms are encrypted, and our freelance and full-time team regularly observed and assessed.

If you use your credit or debit card to buy something or make a booking online, we pass your card details securely to our payment processing partners. We do this in accordance with industry standards and do not store the details on our website. However, please be aware that there are always inherent risks in sending information by public networks or using public computers and we cannot 100% guarantee the security of data (including personal information) disclosed or transmitted over public networks.

How long will we keep your information?

We will keep your personal information in respect of financial transactions for as long as the law requires us to for tax or accounting purposes (which may be up to six years after a particular transaction).

If you request that we stop processing your personal information for the purpose of marketing, we may in some instances need to add your details to a suppression file to enable us to comply with your request not to be contacted.

Your rights to your personal information

Data protection legislation gives you the right to request access to personal information about you which is processed by the Music House Education, and to have any inaccuracies corrected.

You also have the right to ask us to erase your personal information, ask us to restrict our processing of your personal information or to object to our processing of your personal information.

If you wish to exercise these rights, please contact Music House Education on the contact details below. You may be asked for proof of identity including copies of two separate identification documents and confirmation of your address, such as a passport, driving licence, or utility bill.

How to make a complaint or raise a concern

If you would like more information, or have any questions about this policy, to make a formal complaint about our approach to data protection or raise privacy concerns please contact Music House Education on info@musichouseeducation.com

Last updated: July 2025