

# BRIDGE STRINGS PRIVACY POLICY

In this Privacy Policy, references to the trading name “**Bridge Strings**” are to business owner Wesley Keirl.

Bridge Strings is committed to ensuring your privacy is protected. This Privacy Policy sets out details of the information that we may collect from you and how we may use that information. Please take your time to read this Privacy Policy carefully.

## 1. About us

In this Privacy Policy references to “**we**” or “**us**” or “**Bridge Strings**” are to Wesley Keirl.

We are the data controller of any personal information you provide to us. This means that we are responsible for complying with data protection laws. This Privacy Policy describes what personal information we may collect from you, why we use your personal information and more generally the practices we maintain and ways in which we use and protect your personal information.

We have appointed a data protection officer to oversee our handling of personal information. If you have any questions about how we collect, store or use your information, you can contact Bridge Strings using the details set out in section 14. Contacting us.

## 2. The Business Bridge Strings Provides

Bridge Strings provides music for occasions. This can often involves attending many different locations and venues, playing music to a wide variety of people, but is not limited to this. Bridge Strings engages also in concert performances and recording activity. These activities can take place both physically and virtually via the Internet. In order to highlight and showcase Bridge Strings services and products, marketing and advertising is at times necessary. Effective communication to previous, current and prospective customers and on going marketing and advertising often requires information, including your personal data.

## 3. Who do we collect information about?

**We collect information about:**

- Previous, current and prospective customers and those interested in following Bridge Strings.
- Bridge Strings website/social media channel users.
- Business contacts and other suppliers.

## 4. When do we collect personal information?

**We collect information about you:**

- When you complete our website forms when making an enquiry.
- When you opt in to receive the Bridge Strings newsletter.
- Whenever you use the Bridge Strings website.
- If you respond to a request for feedback, customer survey, questionnaire, review or marketing campaign.
- If you contact us for any other reason
- When you make a purchase or request a download through the Bridge Strings website.
- When you make a payment to Bridge Strings through related agencies and/or connected payment-processing services.
- When you are referred to us via a third-party recommendation.
- When you share your details with Bridge Strings at a relevant trade fayre.

## 5. What personal information do we collect and use?

In order for us to provide quotes, purchasable services and goods and to communicate effectively with previous, current and prospective customers, we need to collect and process personal data about you.

The personal information that we collect will depend on your relationship with us. We will collect different information depending on whether you are a customer or prospective customer, website user, or other third party.

If you provide personal information to us about other individuals (for example, if you are requesting a quote for a relative, or giving the personal details of your fiancée) you agree: (a) to inform the individual about the content of this Privacy Policy; and (b) to obtain any consent where we indicate that it is required for the processing of that individual's personal data in accordance with this Privacy Policy.

#### **Personal information:**

- General information such as your name, address, contact details, gender, address of the venue/location where Bridge Strings services are required.
- Information relevant to the event/occasion. This will depend on the nature of the services required, such as times, specific requirements, etc.
- Information relating to previous events.
- Financial information such as your bank details, credit card and payment details, and information obtained as a result of checks carried out by third parties such as a credit provider.
- Information obtained through our use of cookies and other website monitoring and tracking features including those connected to social media platforms such as (but not limited to) Facebook, Google, Instagram and Twitter.
- Website browsing history, IP address, Device ID information, and other technologies.
- Information captured during our telephone calls.
- Your marketing preferences, such as direct mail, telephone, advertising, etc.

#### **6. How do we collect your information?**

**We collect personal information from a number of different sources, including:**

- In person, directly from you or from someone else on your behalf.
- Via the Internet, through the Bridge Strings website or social media channels or telephone.
- From other third parties, such as those involved in organising events.
- From third party recommendation.
- Through publicly available sources such as Internet search engines and social media sites.
- Through customer surveys and responses to various marketing campaigns
- From your use of our website, and its implementation of social media connections and cookies.
- From booking agencies and/or connected payment-processing services.

#### **7. What are our purposes for using your personal information?**

We may process your personal information for a number of different purposes. For each purpose we must have a legal ground for such processing.

**Generally we will rely on the following legal grounds:**

- Where the processing is necessary for our provision of your event/occasion and services for activities such as providing an estimate or quotation, making necessary preparations for your event/occasion, and providing other services to you.
- Where we have an appropriate business need such as maintaining our business records or developing and improving our products and services where such business need does not harm your interests.
- Where you have provided your consent to our use of your personal information.

You will find details of our legal grounds for each of our processing purposes below.

##### **1. To evaluate the requirements or your event/occasion and provide a quote.**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information, which does not cause any harm to your interests.
- This processing is necessary for providing a quotation from Bridge Strings.

##### **2. To provide an invoice for the services of Bridge Strings.**

*Legal grounds:*

- This processing is necessary for providing and administering your contract with Bridge Strings.

**3. To conduct business analysis.**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information, which does not cause any harm to your interests.

**4. General administration of events/occasions (general client care, including communicating with you regarding your event/occasion and informing you of updates regarding Bridge Strings preparation for your event/occasion).**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information, which does not cause any harm to your interests.

**5. Request feedback and reviews for previous events/occasions.**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information, which does not cause any harm to your interests

**6. Managing Bridge Strings business operations such as maintaining accounting records, analysis of financial results, receiving professional advice.**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information, which does not cause any harm to your interests

**7. Provide marketing information to you (including information about other products and services, undertaking customer surveys and marketing campaigns) in accordance with preferences you have expressed.**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information, which does not cause any harm to your interests
- Where you have provided your consent to our use of your personal information (please see “section 10: what marketing activities we carry out” for further information)

**8. Monitoring events/occasions, reviewing, assessing, tailoring and improving our products and services offered by Bridge Strings.**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information, which does not cause any harm to your interests

**9. Offering follow up products where deemed appropriate.**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information, which does not cause any harm to your interests

**10. Tracing and recovering debt**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information which does not cause any harm to your interests

**11. Monitoring usage of any of the various Bridge Strings websites and social media channels.**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information which does not cause any harm to your interests

**12. Ensuring that content from our site is presented in the most effective manner for you and for your device.**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information which does not cause any harm to your interests

**13. Allowing you to participate in interactive features of our services, when you choose to do so.**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information which does not cause any harm to your interests

**14. Investigating or detecting the unauthorised use of our systems, to secure our system and to ensure the effective operation of our systems.**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information, which does not cause any harm to your interests

**15. Other purposes outside of the main services and products of Bridge Strings, but necessary for the provision of Bridge Strings products and services. (including, among other things, transferring books of business, etc.)**

*Legal grounds:*

- Bridge Strings having an appropriate business need to use your information, which does not cause any harm to your interests

**8. Who do we share your information with?**

From time to time, we may share your personal information with third parties.

**1. Disclosures to third parties**

**We sometimes disclose your information to the third parties listed below for the purposes described in this Privacy Policy. These might include:**

- online search engines via access to the Bridge Strings website and social media channels.
- connected social media platforms
- connected payment-processing services

**2. International transfers**

Bridge Strings (or third parties acting on our behalf, for instance payment-processing services, social media services, storage services, business services) may store or process information that we collect about you in

countries outside the European Economic Area (EEA). Where we make a transfer of your personal information outside of the EEA we will take the required steps to ensure that your personal information is protected (this is indicated by EEA approved standard contractual clauses).

## **9. Third party platform advertising**

When providing marketing information to you (including information about other products and services, undertaking customer surveys and marketing campaigns) in accordance with preferences you have expressed, Bridge Strings may share your information with third party platform providers (such as Facebook, Google and Twitter) to serve targeted advertising/content to you via the relevant third party platform based on your profile/interests. Your information is used by the third-party platform provider to identify your account and serve advertisements to you (this can include profiling). You can control what advertisements you receive via the privacy settings on the relevant provider's platform and you should consult the third party's help/support centre for more information.

## **10. What marketing activities do we carry out?**

### **1. Marketing activities**

#### *Email marketing*

We may also use your personal information to provide you with information by email about our services and products or to send email newsletters. You have the option to opt out at any time.

If you wish to unsubscribe from emails sent by us, you may do so at any time by clicking on the "unsubscribe" link that appears in all emails. Otherwise you can always contact us using the details set out in section 14 to update your contact preferences. In such circumstances, we will continue to send you service/product related (non-marketing) communications where necessary.

#### *Social Media Messaging*

We may also use your personal information to provide you with information by social media messaging about our products or services, via services such as, but not limited to, Facebook, Instagram and Twitter.

You have the option to update your contact preferences at any time. In such circumstances, we will continue to send you service/product related (non-marketing) communications where necessary.

#### *SMS marketing*

We may also use your personal information to provide you with information by text message about our products or services. You have the option to opt out at any time.

You can stop receiving text messages by requesting it directly in response to texts sent or contacting us using the details set out in section 14 to update your contact preferences. In such circumstances, we will continue to send you service related (non-marketing) communications where necessary.

#### *Telephone marketing*

We may also use your personal information to call you regarding products and services you have expressed an interest in or we believe may be of interest to you. You can opt out of receiving these calls at any point.

You can stop receiving telephone calls from us at any time by contacting us using the details set out in section 14 to update your contact preferences. In such circumstances, we will continue to send you service related (non-marketing) communications where necessary.

#### *Post*

Bridge Strings may also use your personal information to provide you with information by post about our products or services. You have the option to opt out at any time.

You can stop receiving post from us at any time by contacting us using the details set out in section 14 to update your contact preferences. In such circumstances, we will continue to send you service related (non-marketing) communications where necessary.

## **2. If you have been referred to us through a third party.**

Bridge Strings will only use your personal information to contact you about our products or services if the third party has referred us with your consent, indicating that you are happy for us to contact you using one of the methods set out above. You have the option to opt out at any time (please see above).

## **11. How long do we keep personal information for?**

We will only keep your personal information for as long as reasonably necessary to fulfil the relevant purposes set out in this Privacy Policy and in order to comply with any legal obligations. In particular where we are required to keep business records (which might include your personal data) due to legal reasons.

## **12. Your rights**

Under data protection law you have certain legal rights in relation to the personal information that we hold about you. You may exercise these rights at any time by contacting us using the details set out in section 14.

### **Please note:**

- In some cases we may not be able to comply with your request (e.g. we might not be able to delete your data) for reasons such as our own obligations to comply with other legal requirements. However, we will always respond to any request you make and if we can't comply with your request, we will tell you why.

### **Your rights include:**

#### **1. The right to access your personal information**

You are entitled to a copy of the personal information we hold about you and certain details of how we use it. There will not usually be a charge for dealing with these requests. Your information will usually be provided to you by electronic means, unless otherwise requested, or where you have made the request for your details in writing, the information will be provided to you in writing where possible.

#### **2. The right to rectification**

We take reasonable steps to ensure that the information we hold about you is accurate and complete. However, if you do not believe this is the case, you can ask us to update or amend it.

#### **3. The right to erasure (also known as 'the right to be forgotten')**

In certain circumstances, you have the right to ask us to erase your personal information. Examples would include where the data is no longer required for the original purpose, consent has been withdrawn and there no overriding ground for continuing the processing, or for compliance with the national law.

#### **4. The right to restriction or suspension of processing**

In certain circumstances, such as a question over its accuracy, you are entitled to ask us to stop using your personal information or to suspend its use.

#### **5. The right to data portability**

In certain circumstances, you have the right to ask that we transfer any personal information that you have provided to us to another third party of your choice.

#### **6. The right to object to marketing**

You can ask us to stop sending you marketing messages at any time.

## **7. The right to object to processing**

For certain uses (including marketing) of your personal information, we will ask for your consent. This consent can take the form of an action or affirmative instruction. Where we do this, you have the right to withdraw your consent to further use of your personal information. In other circumstances we may process your data using legitimate interest, and again you have the right to withdraw this right of processing, unless it is necessary in connection with our legal rights. Please note that in the event that you withdraw your permission for us to use all/any of your personal data, we may be unable to continue providing Bridge Strings services and this may therefore result in the inability to meet the requirements of the event/occasion.

## **13. How we protect your information**

We use a range of organisational and technical security measures to protect your information.

We restrict access to your information as appropriate within Bridge Strings to only those who need to know that information for the purposes set out above.

Security measures are maintained on the Bridge Strings website and are used to block unauthorised traffic. Our internal procedures cover the secure storage of your information.

## **14. Contacting Bridge Strings**

If you have any further questions about how we collect, store or use your personal information, you may contact Bridge Strings at:

Wesley Keirl  
Bridge Strings  
7 Llys Y Fran  
Bridgend  
CF31 4TU  
Email: [contact@bridgestrings.com](mailto:contact@bridgestrings.com)

## **15. Updates to this Privacy Policy**

From time to time Bridge Strings will make changes to this Privacy Policy, for example, as the result of government regulation, new technologies, or other developments in data protection laws or privacy generally. You should check our website periodically to view the most up-to-date Privacy Policy. This Privacy Policy was last updated on 14 May 2018.