



## Privacy Policy

We are serious about protecting the privacy of our users. We are committed to being upfront about our privacy practices. This Privacy Policy describes how we use and protect your personal data. It applies to [www.eastlondonmusicgroup.co.uk](http://www.eastlondonmusicgroup.co.uk)

**This Privacy Policy was updated on 10 March 2022. It will take effect on 14 March 2022.**

The Site is owned by East London Music Group ("ELMG"). The terms "users" or "you" as used in this Privacy Policy, refer to customers who use the Site to contact us, sign up for events, and musicians who may enquire through the site.

We use information collected about you only as permitted in this Privacy Policy. The Site may contain links to third parties' websites. We're not responsible for the privacy practices or the content of those websites. Therefore, please read carefully any privacy policies on those websites before either agreeing to their terms or using those websites.

By providing information to us when you send an enquiry or otherwise using the Site, you expressly agree to this Privacy Policy. We may occasionally amend this Privacy Policy to reflect regulatory requirements; advances in technology, Site updates and changes in our information collection and disclosure practices. Any new policy will automatically be effective when it is published on the website. You should therefore return here regularly to view our most up to date Privacy Policy. You should also print a copy for your records.

### **What kind of information does ELMG collect?**

In order to contact East London Music Group, you need to provide us with a valid email address and a name associated with your enquiry. Depending on your enquiry, additional information, such as a business name, a telephone number, and/or a physical postal address, may be necessary in order for us to provide a particular service. In order to minimise the impact on your privacy, we will never knowingly collect more Personal Data than is strictly necessary to perform the activities described in this policy.

We may obtain location information you provide in your profile or your IP address. We may use and store information about your location to provide features and to improve and customise our services, for example, for ELMG's internal analytics and performance monitoring.



## **How and when does ELMG collect this information?**

We collect information that you voluntarily provide to us during your use of the ELMG website. This can range from Information, such as project date and county location, to the Personal Information you are required to submit when you send an enquiry through the website.

## **How does ELMG use this information?**

We use your information to contact you with confirmations, notifications or alerts regarding your enquiry and/or booking.

## **When will ELMG share your information with third parties?**

We do not share your information with third parties. We may disclose your information if necessary to prevent, detect or prosecute illegal or suspected illegal activities or to prevent other damage or in response to a legal action against us or to enforce our rights and claims.

## **How does ELMG keep my Personal Information safe and secure?**

We make the confidentiality and security of your Personal Information our highest priority and we limit access to it to only those ELMG staff who need to come into contact with it in order to fulfil their role. We follow generally accepted standards to protect personal information submitted to us, both during transmission and after it is received. Your personal information is protected by a password. If you have any questions about the security of your personal information, you can contact us at [info@eastlondonmusicgroup.co.uk](mailto:info@eastlondonmusicgroup.co.uk)

Although we do our best to protect your Personal Information, the transmission of information via the internet can never be completely secure and we are therefore unable to guarantee the security of the information which you share with us at your own risk.

## **Where does ELMG store my information?**

The information we collect from you is stored on secure servers. However, any Personal Information we collect from you is only stored within servers located in the UK. Regardless of location, we ensure that adequate technical and organisational measures are in place to protect the security of any information we store on our servers.

## **Retention of information**



ELMG will retain personal information for up to 2 years after the date of the enquiry.

### **Does ELMG use cookies or other tracking tools?**

We use cookies to collect, in line with this policy, Non-Personal Information from you relating to how you are using [eastlondonmusicgroup.co.uk](http://eastlondonmusicgroup.co.uk)

### **Your Rights**

You may benefit from a number of rights in relation to your information that we process. Some rights apply only in certain limited cases, depending on your location. If you would like to manage, change or delete your personal information, you can do so by contacting us at [info@eastlondonmusicgroup.co.uk](mailto:info@eastlondonmusicgroup.co.uk)

### **Your Responsibilities**

You are responsible for protecting user personal information you receive or process and complying with all relevant legal requirements when you use the platform. See more resources at <https://gdpr-info.eu>.

### **Withdrawing Consent**

Where you have provided your consent, you have the right to withdraw your consent to our processing of your information and your use of the platform. For example, you can withdraw your consent to email marketing by contacting [info@eastlondonmusicgroup.co.uk](mailto:info@eastlondonmusicgroup.co.uk) to request that your personal information be deleted, except for information that we are required to retain.

### **Contacting Us**

If you have any questions about this policy, please contact us at [info@eastlondonmusicgroup.co.uk](mailto:info@eastlondonmusicgroup.co.uk)