

Privacy Notice

We are committed to protecting your privacy, and this Privacy Notice explains how we collect, record, use, and store your information. Please take a moment to familiarise yourself with our privacy practices and contact us if you have any questions.

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Who We Are

Sound Factory SW Ltd (“Sound Factory”/“we”/“our”) is a company specialising in creating opportunities for musicians through their services: Sound Factory Live Events and Sessions, Sound Factory Artists, and Sound Factory Studios.

Company Information: **14723783**

Email Address: info@soundfactorysw.com

Who This Notice Applies To

This Privacy Notice applies to information we collect about our clients and website users.

Data We Collect From You

As a customer, we collect information when you visit our websites or premises, attend events, purchase, or contact us. The data includes:

- Full name
- Contact information
- Address
- Website usage data
- Musician details

- Health and Safety data
- Other relevant information

Why We Collect This Data

We collect data to:

- Comply with legal obligations
- Respond to inquiries
- Provide Services
- Customise user experiences
- Analyse website usage
- Market our Services

How We Use Your Data and Lawful Basis for Processing

Clients:

We process client data for:

- Contract performance
- Billing and management
- Book and record keeping
- Legal compliance

Website Users:

We process data for:

- Contract performance
- Responding to queries
- Analysing website usage

Who We May Share Your Data With

We share data with:

- Trusted third parties
- Sound Factory Group companies
- Service providers

How Long We Retain Your Data For

We will only retain your personal data for so long as is necessary to fulfil the purposes we collected it for, including for the purposes of service and satisfying any legal, accounting, or reporting requirements.

What Happens If You Don't Provide Us With the Data

If the provision of personal data is deemed necessary for the contract/agreement between us and you there may be possible consequences of failing to provide the personal data. For example, if we do not have the personal data requested from you we may be unable to communicate with you or provide you with the Services that you have requested

How We Keep Your Personal Data Safe

We have technical and organisational measures in place to ensure that your personal data has the appropriate security, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.

In addition, we limit access to your personal data to those employees and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

Your Rights

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

1. Right of access – You have the right to confirm as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. You have the right to request a copy of the information that we hold about you and providing the rights and freedoms of others are not affected, we will supply to you a copy of your personal data within one month of your request.
2. Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete. The information we hold will be accurate and up to date. You can check the information that we hold about you by emailing us. If you find any inaccuracies we will delete or correct it promptly.
3. Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records. Those circumstances include: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; you withdraw consent to consent-based processing; the processing is for direct marketing purposes; and the personal data have been unlawfully processed. However, there are certain general exclusions of the right to erasure. Those general exclusions include where processing is necessary: for exercising the right of freedom of expression and information; for compliance with a legal obligation; or for the establishment, exercise or defence of legal claims.
4. Right to restriction of processing – where certain conditions apply to have a right to restrict the processing. Those conditions are: you contest the accuracy of the

personal data; processing is unlawful but you oppose erasure; we no longer need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defence of legal claims; and you have objected to processing, pending the verification of that objection. Where processing has been restricted on this basis, we may continue to store your personal data. However, we will only otherwise process it: with your consent; for the establishment, exercise or defence of legal claims; for the protection of the rights of another natural or legal person; or for reasons of important public interest.

5. Right of portability – you have the right to have the data we hold about you transferred to another organisation. This right only applies to personnel that you have provided to us, where the processing is based on your consent or for the performance of the contract and when processing is carried out by automated means.

6. Right to object – you have the right to object to certain types of processing only to the extent that the legal basis for the processing is that the processing is necessary for: the performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or the purposes of the legitimate interests pursued by us or by a third party. If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims. If you object to direct marketing we will cease to process your personal data for this purpose

Changes to This Privacy Notice

We reserve the right to update this Privacy Notice at any time. You should check this document occasionally to ensure you are happy with any changes to this Notice. We may notify you of changes to this Notice by providing you with a new Privacy Notice when we make any substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.