

# RockAcad Limited

# GDPR Privacy Information Policy

Last update: August 2022

## What is this Privacy Policy about?

This privacy policy (“**Privacy Policy**”) is intended to help you understand what personal information about you we collect, why we collect it and your rights about our use of your personal information.

It is important that you read this Privacy Policy in full.

We acknowledge that we may collect personal information about children who are under the age of 13. If you are under 13 please do ask your parents or guardians to read this Privacy Policy with you.

By using our website, placing any orders for music lessons with us or attending any music lessons you are confirming that you have read and understood this Privacy Policy.

We might need to change parts of this Privacy Policy from time to time. Where these changes are important, we will do our best to let you know. However, please make sure that you check this Privacy Policy regularly.

## Who are we?

We are RockAcad Limited. You can contact us by:

**Post** at 61 Cedar Court, Epping, England, CM16 4HL;

**E-mail** at [info@rockacad.com](mailto:info@rockacad.com) or

**Telephone** at +44 7531245029

We are the ‘controller’ of your personal information which we collect from you. This means that we choose the reasons and means of processing your personal information.

We are the operators of this website and you book your music lessons with us.

## What is personal information?

Personal information includes information about a person who can be identified from that information.

Common types of personal information include your name, your e-mail address or your age. It can also include online identifiers such as your IP address.

## **How is your personal information collected?**

### Use of this website.

We may collect information based on your use of this website. This information includes:

- device type and settings, such as hardware model and operating system version;
- browser types and browser version; and
- the device's Internet protocol (IP) address.

We collect this data using technologies such as cookies or other similar tracking technologies. Please refer to our Cookies Policy for further details: <https://www.rockacad.com/cookie-policy-uk-2/>

### Information you provide to us.

We collect information you provide to us when you place an order for music lessons, contact us, select options or preferences which are available on our website, or provide us with information by any other means. This information includes:

- your name and if appropriate your parent's name;
- your or your parent's e-mail address;
- your musical history and musical instrument you wish to receive lessons for;
- your or your parent's payment information and purchase history with us; and
- your or your parent's preferences to receive marketing communications from us.

It is important that the personal data we hold about you is accurate and current. If you want to update the information you have previously given to us, please contact us.

### Information we collect from others.

As our teachers may communicate with you directly during lessons, we may also receive your personal information from them. This will include:

- feedback about the lesson from our teachers; and
- information you make known to teachers during the lesson such as the type of music you like to learn.

As we use third party providers such as Zoom or Skype to deliver the lessons online, we may also receive from them about the lesson. This will include:

- whether the lesson went ahead or not; and
- how long the lesson lasted for.

## **Why are we collecting your personal information?**

We will only use your personal information when the law allows us to. Most commonly we will use your personal data in the following circumstances:

### **Consent**

- Where you (or, where you are under 13, your parent) have provided your consent to use your personal information.

### **Performance of contract with you**

- So that we can provide you with this website.

- So that we can complete any orders made for music lessons.
- So that we can provide you with music lessons.

#### **To meet a legal obligation**

- to ensure the safety and security of our website.
- to remember your privacy options.

#### **Where we have a legitimate interest in doing so and that interest does not impact on your rights.**

- to use data analytics and improve our website.
- to deliver relevant content and adverts to you.

#### **Marketing**

We send some of our customers e-mails about our latest news, products and promotions (we call this marketing). We will only send you marketing e-mails if:

- you have signed up and to receive marketing e-mails from us via our newsletter;
- you have provided us with your e-mail address in an enquiry form or when you book lessons all on the website and you have not opted out to receiving marketing.

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time.

When you wish to sign up to receive marketing e-mail from us and you are under the age of 13, you must ask your parent first and ask them to sign-up on your behalf.

#### **Who might you share my information with and why?**

Depending on how and why you provide us with your personal data we may share it in the following ways:

- with our music teachers so that they can deliver your lessons;
- with third party websites which you access through links or plug ins on our websites, such as YouTube (please note that we do not control these third-party websites and are not responsible for their privacy statements so when you leave our website, we encourage you to read the privacy policy of every website you visit);
- with any company who buys our business or relevant assets;
- with other companies we are owned by or who we own;
- with a person or company who wants to buy RockAcad; and
- if we needed to protect our business, with companies or organisations for the purposes of fraud protection and credit risk reduction.

We use a number of services providers in order to deliver this website and our services to you. We take these relationships seriously and require all of our service providers to sign contracts with us that clearly set out their commitment to respecting your rights. The type of services providers we use include:

- website development providers;

- payment processors;

### **Transferring your data outside of the UK**

We do not anticipate transferring your personal data outside of the UK. However, whenever we do transfer your personal data outside of the UK, we ensure that a similar degree of protection is afforded to it.

### **How long will you keep my information?**

We will only hold your information while we carry out our services to you, or if we need to keep it while we meet a legal or regulatory duty.

If there are any complaints which you are involved in, we might hold your information for longer than usual to help us fix the problem.

In some situations we may anonymise your personal data (so that it can no longer be linked to you). If we do this, we may use this information without giving your further notice.

### **What are my rights?**

The law makes sure that you are in control of your personal information. Data protection law gives you the following rights:

- **Access:** The right to request access to and a copy of your personal information;
- **Restriction:** You can ask us to pause processing your personal information in certain circumstances (for example, you are disputing its accuracy);
- **Rectification:** You can have any inaccuracies in your personal information corrected;
- **Deletion:** You can ask us to delete all your personal information in certain circumstances (for example, if the information is no longer necessary for the purposes for which it was collected);
- **Objection:** You can object to us processing your personal information in certain circumstances including to receive marketing communications;
- **Portability:** You can ask us to transfer your information electronically to you or another organisation in certain circumstances; and
- **Withdrawal of consent:** Where we rely on your consent to process your information you can withdraw consent at any time.

When exercising your data protection rights, we may ask you to verify your identity in order to help us respond efficiently to your request.

### **How can I contact you if I have questions?**

If you have any queries regarding this Privacy Policy, if you wish to exercise any of your rights set out above or if you think that the Privacy Policy has not been followed, please contact us using the information provided above.

You may also lodge a complaint with our lead supervisory authority, the Information Commissioner, or your local supervisory authority about any aspect of our handling or processing of your personal data. We would, however, appreciate the chance to address your concerns before you approach any supervisory authority, so please contact us in the first instance.