

Swanage Folk Festival Privacy Policy

[This document, last updated 2/07/26, outlines the company's privacy policy.](#)

Who we are

Swanage Folk Festival CIC ('SFF') is a non profit, community interest company (15831138) who organise and run an annual Folk Festival. We communicate with customers, suppliers and volunteers about the event during the year.

Our aim is to preserve and advance public education in the appreciation of English & Multicultural folk dance, song and music, by means of concerts, dances, classes, demonstrations and other like methods, in the town of Swanage, Dorset.

This privacy policy

We believe that your privacy is very important to you and we will look after any personal information you share with us. This document explains how we hold and use your personal data. We:

- only use your personal information to communicate with you about the Swanage Folk Festival. We may use your contact details to send you news, information and opportunities about the Festival.
- will never share your personal information with anyone else or any other organisation, unless required to do so in law.
- will make it easy for you to tell us how you want us to communicate with you, including how to opt out from future communications, and promise your request will be respected straight away.
- take all reasonable care to safeguard your personal information through security policies and secure business processes.
- will always provide easy ways for you to contact us.

Our contact details

If you have any questions about how we collect and use your information which are not covered in this privacy notice, or you wish to discuss our approach to data protection and privacy, please email us.

- **E-mail:** info@swanagefolkfestival.com
- **Name and address:** Swanage Folk Festival, Unit 1 The Sidings, Victoria Avenue Industrial Estate, Swanage, BH19 1AU

How we collect personal information about you

We may collect personal information from you when you interact with Swanage Folk Festival. This can happen in a number of ways, for example if you:

- enquire about, or buy ticket(s) to, one of our events.- **customer**
- apply for a volunteering opportunity - **volunteer**
- are an artist or trader taking part in the Festival - **supplier**
- are a dance side taking part in the Festival - **dance side**

The data we hold (collect and process):

Customers

If you are a current customer (i.e. you have purchased tickets online from us for the upcoming festival), we hold your data to communicate with you about the festival you will be attending (i.e. so we can fulfil our contract with you).

If you attended a previous festival and purchased tickets online from us (previous customer), we ask your permission to hold your data so we can inform you about the next festival.

As a current, or previous customer we may hold the following personal data on you:

- name

Swanage Folk Festival CIC. A community interest company (15831138).

Registered office: Unit 1 The Sidings, Victoria Avenue Industrial Estate, Swanage, BH19 1AU

- email address
- Mobile number (if you chose to give it to us). So we can let you know of last minute programme changes
- Emails and related notes where we've had discussions with you on matters regarding your purchase. Information about whether emails were opened (where available), links clicked, delivery status, unsubscribes and similar email engagement information.
- The year you attended the festival and the type of tickets you purchased.

Volunteers

If you've volunteered with us, we'll keep your name, contact details and your stated preferences for work opportunities.

Suppliers / contractors

We collect the minimum information about our suppliers to make use of their services and deal with their invoices. Individual Committee members may also retain their contact details within their personal email application, or via business cards (if provided).

Dance Sides.

We will collect the minimum information about the dance sides to communicate with them about the Festival. We keep organisers and dance side names, email address and dancing preferences. Individual Committee members may also retain their contact details within their personal email application.

Company Directors

If you are a Company Director we will keep the minimal amount of information needed to manage your directorship, (e.g. name, address, email, phone, some email discussions and your name in the minutes of board and company meetings).

Other people who contact us via email

If you send or receive an email from us it may be stored online via our email service provider, as long as there's a legal need to do so.

If you send us an email containing personal information which exceeds the scope of this privacy policy (e.g. contains personal data which is not listed) we will inform you and delete the email.

How we collect personal information and why we have it.

Ticket buyers: We collect data directly from customers when they buy tickets online, so we can email tickets and keep them updated about the Festival. After the Festival we email new customers and ask if we can keep their data to keep them updated about future Festivals.

Dance Sides: We collect data from Dance Sides when they sign up to dance at the Festival, so we can communicate with them.

Suppliers: We collect data from public sources, or directly from a supplier if we are using or interested in using their services.

Volunteers: We collect data from volunteers when they sign up to volunteer at the Festival, so we can communicate with them and arrange for them to help us.

Directors: We collect data from our Directors when they become Directors, so we can communicate with them.

Photography and Video: Official photographers and videographers may capture images and video during the Festival. We may use these for our legitimate interests, including promoting Swanage Folk Festival through our website, social media, printed publicity and press coverage. If you have concerns about being photographed or filmed, please speak to a member of the Festival team during the Festival or contact us at info@swanagefolkfestival.com

The six principles of processing personal data

Article 5 of the GDPR contains six principles by which all personal data must be processed, which are:

1. **Lawfulness, fairness, and transparency:** We only process (use) your personal data in a way that most people would reasonably expect. This policy is available to the public and can be discussed at any time.
2. **Purpose limitation:** We only process (use) personal data to communicate with you.
3. **Data minimisation:** We hold the minimum data required, as listed above.
4. **Accuracy:** We only store data you supply and we ask you to let us know if it changes; so only up to date, accurate, information is kept.
5. **Storage limitation:** Your personal data is only stored as long as needed.
6. **Integrity and confidentiality:** Your personal data is held securely, password protected, and only accessible by Directors. They only access your personal data on festival business and their access is revoked when they cease to be Directors.

The legal basis for holding personal data

Under the UK General Data Protection Regulation (UK GDPR) the lawful basis we rely on for processing data for current customers, Volunteers, Directors, Dance Sides, and Suppliers is that of contract. We have a contractual obligation to supply you with data about the Festival.

After customers have attended the Festival, they become previous customers. We retain data on the basis of consent (to inform about the next Festival). We email ticket buyers after the festival and ask their permission to do this.

How we store your personal information

We store our data securely within our IT systems. Specifically, we store your personal data via:

- **Google workspace.** Our online document store and email provider. Google may process data outside the UK. Appropriate safeguards are in place through Google's UK GDPR commitments.
- **Brevo,** our email delivery provider, which we use to send group communications. Personal data is stored on servers within the European Union. Brevo helps us send emails reliably and understand how well our communications are working. The information kept may include whether an email was delivered, opened, whether links were clicked, or whether an email bounced or was marked as spam. We use this information only to improve our communications and maintain accurate mailing lists.
- **'Siteground'**, our cloud based email service provider. This data is stored in their London data centre.

These are our “third party processors”. We carry out due diligence against third-party suppliers to ensure their compliance with data protection, maintaining adequate security of your data and ensuring they apply adequate data protection principles to the processing of our data. We also ensure a data processing contract (sometimes called a Data Processing Agreement or DPA) is in place to meet the requirements of UK GDPR.

To reduce the chances of data loss, company Directors do not keep copies of personal data, they access it online only and access is revoked when they cease to be Directors.

We don't keep paper based data for customers.

Data Retention

How long we keep your data will depend on the purpose we need to retain it for. For example we keep:

- data on previous customers and volunteers, who have given consent, while they may reasonably be interested in visiting again.
- certain information as required by UK law, such as copies of invoices to comply with HMRC legislation.
- supplier data for accounting purposes, in line with legal requirements and may keep supplier contact details for longer periods, so we can use their services again.

Your data protection rights

Under data protection law, in the UK, you have rights as an individual which you can exercise in relation to the data we store and process about you. You can find more information about your rights on the Information Commissioner's website: <https://ico.org.uk/for-the-public/>.

Your rights include:

- **Your right to understand** what data we collect about you and how we process it.
- **The right of access.** You have the right to ask us about what data we hold about you, how we process it and to ask for a copy of the information, free of charge and within one month of your request. To request personal information we hold about you, please email info@swanagefolkfestival.com. We may need to verify your identity before providing the information and may contact you further to ensure we understand what data you are requesting.
- **The right to rectification.** It is important that any of your data that we process is kept up to date and accurate. We may, from time to time, ask you to verify your details. If you wish to update any information we hold about you, please contact us (info@swanagefolkfestival.com) with your updated details.

- **The right to erasure** ("the right to be forgotten"). Under some circumstances you may request us to delete your data from our systems. Where this is possible (e.g. we don't have any legal purpose for continuing to process your data) we will erase it from our systems. If it's not possible for us to delete your data, we will explain the reasons why.
- **The right to restrict processing:** If we process your data to complete our contractual role, this right is unlikely to apply. However, should you wish to contest the accuracy, lawfulness, or to wish to withdraw your consent, you can ask us to restrict our processing.
- **The right to data portability:** Your right to portability allows you to request a machine-readable format of the data you supplied to us. If you wish to exercise this right, we would prefer it if you could put the request in writing and will provide your information free of charge and within one calendar month of your request - the format of what is supplied to you will depend on how it was provided to us in the first place.
- **The right to object.** If we are not processing your data to fulfill our contract we will delete your data on request. We are unable to stop processing your data while you are a current customer, supplier or Director.
- **Rights in relation to automated decision-making:** We do not use automated decision-making or profiling that produces legal or similarly significant effects on individuals. We do use limited automation to help manage our communications, for example selecting recipients based on consent, ticket purchases or volunteer status, and processing email delivery information such as bounces and unsubscribes.
- **The right to be informed.** We will keep you informed of any changes to this policy.

Please contact us by email (info@swanagefolkfestival.com) to exercise any of these rights.

Changes to this privacy policy

We may change or update elements of this privacy policy from time to time or as required by law. The most current version of our privacy notice is available online at <https://swanagefolkfestival.com/privacy-policy/>

Document control

Version	Date	Author	Status	Comments
1.0	27/10/24	J. Baker	Live	Completely renewed policy
1.1	2/7/26	J. Baker	Live	Updated SendMails/ Brevo, wording around Google, how emails meta information is used and automated decision making.
1.2	7/7/26	J. Baker	Live	Photography section added

How to complain

If you have any concerns about our use of your personal information, we'd prefer it if you brought them to us in the first instance, by emailing info@swanagefolkfestival.com. You can also complain to the ICO if you are unhappy with how we have used your data. The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>