

## **Anthem Privacy Notice**

This notice applies to the collection and use of personal information by Anthem Music Fund Wales, as Data Controller and Processor. Please take a moment to read our Privacy Policy, which complies with UK GDPR, so you understand your choices and the rights you have as a data subject. This policy may change from time to time so it's a good idea to come back and read through it again, from time to time.

Anthem is committed to safeguarding your personal information and complies with current data protection legislation including UK GDPR. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

We take people's privacy and rights very seriously. We will only use the information that we collect about you lawfully, in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 (DPA 2018). You can request a copy of Anthem's Data Protection Policy from the Data Protection Officer (DPO) (details below).

### **Our contact details**

Name: Anthem. Music Fund Wales  
Address: Bute Place, Cardiff, CF10 5AL  
**Data Protection Officer:** Rhian Hutchings (CEO)  
Phone Number: +44 (0)7966450299  
E-mail: rhian.hutchings@anthem.wales

### **The type of personal information we collect**

We currently collect and process the following information:

- Personal identifiers (name, title, date of birth);
- Contact details, including but not limited to email address, telephone number, home and/or work address;
- Employment status, specialisms;

### **How we get the personal information and why we have it**

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- As part of the registration process for our e-newsletters;
- When you contact us directly to enquire about our services;
- During face-to-face networking, meetings and projects;
- As part of sector mapping research;

We use the information that you have given us in order to:

- For the legitimate purpose of contacting you (for example, if you have subscribed to our e-news or if we are working with you);
- Send you our e-newsletters;
- Understand gaps and needs in the sector;

We may share this information with our appointed accountants and auditors for financial purposes if you are working with. We will not rent or trade email lists with any other organisations or businesses.

We use [MailChimp](#) to collect and store contact information. Through this, we also gather statistics around email opening and clicks using industry-standard technologies to help us monitor and improve our e-newsletter.

Under UK GDPR, the lawful basis we rely on for processing this information are: **Your consent.**

You are able to remove your consent at any time. You can do this by **unsubscribing** from our mailing list, using the 'unsubscribe' button at the bottom of the email or e-newsletter. You can also **remove consent by contacting** the Data Protection Officer at Anthem (contact details above).

You may also request details of the personal information Anthem holds about you. If you would like a copy of the information held about you, you can make a Subject Access Request by emailing us at the address detailed above. For more information on this, please read the relevant advice from the Information Commissioner's Office (ICO) [here](#).

### Other information we gather via the website and why

We collect the following information for this website:

- Your journey through the content of the website;
- Other information you supply relevant to any request for help on the site.

We require this information to:

- Enable you to access the Anthem content and functions;
- Improve our website and our services;
- Allow a member of our team to contact you to resolve any request for help you may make.

Unless you have explicitly stated that you are willing for the information that we collected from you through mapping to be shared publicly, we will not share information about you with any other party.

Information about your journey through the content of the website will only be shared with our website hosts who are currently: Squarespace.

## Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect, which are detailed in our Data Protection and Data Retention policies. You may request a copy of these from the Data Protection Officer.

## How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or to know when you visit a particular page on our site. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

Like most website providers, Anthem may use cookies to enable us to make a link between you and the information you have provided to our website and therefore provide you with personalised content so that we can give you a better experience when you return. Most web browsers automatically accept cookies, although you can choose not to.

An IP address is a number that can uniquely identify a specific computer (or other network device on the internet). We may use analysis software to look at IP addresses and cookies for the purpose of enhancing your user experience. This information is not used to develop a personal profile of you and any log files will be regularly purged.

When someone visits Anthem.wales we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. You can find more information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

## Website links

Our website may contain links to other websites. We are not responsible for the privacy practises of these websites and you should read their own privacy policies. The privacy policy described here, applies only to personal data collected by Anthem.

## How we store your personal information

Your information is securely stored on an encrypted cloud-based platform and on a removable and encrypted media storage device.

We will retain your personal information until you unsubscribe from our e-newsletters or request that your information is deleted from our mailing lists and/or database. We will then dispose your information safely, ensuring there is no breach of Anthem's Data Protection and Data Retention policies.

### Your data protection rights

It is in our best interest to safeguard your rights as our customer, therefore, we would like you to have a clear understanding of what happens to your personal data once we have collected it. The following list explains your rights as a data subject under UK General Data Protection Regulation:

- **You have the right to be informed** of what we do with your data and to know is what the purpose of collecting and processing is.
- **Your right to access.** You have the right to access the personal data and supplementary information we hold on you so that you are aware of, and can verify, the lawfulness of the processing. You can obtain the following information: a) confirmation that your data is being processed and b) access to your personal data. We will provide this information within one month of the request and free of charge.
- **Your right to rectification.** You have the right to request we rectify any personal information you feel is inaccurate or incomplete.
- **Your right to erasure.** You have the right to request the deletion or removal of your personal data where there is no compelling reason for its continued processing, although, this can only be done under specific circumstances. Find out more at the ICO website.
- **Your right to object to processing.** You have the the right to object to the processing of your personal information in certain circumstances.
- **Your right to restriction of processing.** You have the right to restrict the data processing, however, this can only be done under specific circumstances. Find out more at the ICO website [here](#).
- **Your right to data portability.** You have the right to move, copy or transfer personal data easily from one IT environment to another in a safe and secure way, without hindrance to usability. This is commonly known as “data portability”. We will provide this in a structured, commonly used and machine-readable form, free of charge, and we will deliver it you in one month following the request.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you. Please contact Anthem’s Data Protection Officer, Rhian Hutchings (CEO) at [rhian.hutchings@anthem.wales](mailto:rhian.hutchings@anthem.wales), if you wish to make a request.

### How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at:

Rhian Hutchings (CEO), Data Protection Officer  
Anthem. Music Fund Wales  
Bute Place, Cardiff, CF10 5AL  
+44 (0)7966450299  
[rhian.hutchings@anthem.wales](mailto:rhian.hutchings@anthem.wales)

---

## PRIVACY NOTICE

Issue No: 001  
Issue Date: 27.01.2021  
Page: 5 of 5

---

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>