



## Privacy Policy

Rootstock takes your privacy seriously. This policy is designed to make sure you are aware and happy with what information Rootstock (We) collects about you, for what purpose, how we store it and use it, and also how you can talk to us about it.

### Who is Rootstock?

Rootstock is delivered by Vickie Holden, sole trader, acting as The Listen Inn Storytelling.

### What information do we collect?

There are several ways in which we collect information about you:

- When you contact Rootstock directly by phone, e-mail or otherwise
- When you take part in a Rootstock project, workshop or activity
- When you book a Rootstock event
- When you supply us with feedback about your Rootstock experience

We collect personal information that you provide to us which may include: name, address, postcode, email, telephone number and age.

If you participate in a Rootstock project or attend an event, we may collect evaluation data from you. It is your choice to add your name or keep it anonymous.

### How do we use this information?

Developing a better understanding of people who we work with, come to our events and who otherwise support us. This allows us to make better decisions about our work and communicate more efficiently.

We use your personal contact information to communicate directly with you, with information which we think will be of interest to you. This may at times include information from organisations who we are working in partnership with.

We use your feedback from our activities to evaluate the activity, assess quality and to develop our work.

We use anonymised information to create reports for funders and partners and to help us fundraise for our future. This includes but is not limited to geographical, age, gender, ethnicity, social and economic reports.

We use anonymised information to create reports to measure how effective our marketing is and to understand more about how individuals, schools, organisations and venues like to book our work.

We use information you give us in order to fulfil a request you have made to us which may include sending you information about our company and services.

How do we share your information?

We do not sell, rent or share personal data to third parties for the purpose of marketing.

### Legitimate Interests

The term 'legitimate interests' applies to the business interests that we as an organisation have in collecting, holding and processing your personal data. These do not supersede your personal rights and interests.

Our legitimate interests are:

- Direct marketing to you, ensuring you are aware of Rootstock's events, activities and opportunities and that the marketing is relevant to you
- Maintaining a relationship with you if you are an artist, venue, partner organisation, participant, donor, funder, media, community group, education centre or business

### Photography

We take photographs at our events to showcase our work, our demonstrate our varied audiences.

Photography is a part of our 'legitimate interests' to market our company and work.

Here are the most common ways in which we use our photographs.

- On our website
- On our Social Media
- In Press
- In reports to funders

**All images are stored on our secure, password protected network. It can only be accessed by staff who have a legitimate business need. However, no company or system can guarantee complete security as this can be affected by unknown, outside factors.**

### Children & Vulnerable Adults

A child is anyone under the age of 18. A vulnerable adult is anyone aged 18 years or over and who is or may be in need of community care services by reason of mental or other disability, age or illness and who is or may be unable to protect themselves from significant harm or exploitation

We may collect personal information relating to a child or vulnerable adult if they are part of a group booking. Consent will be obtained from the parent or carer of the child at the time of collecting this data, and the consent will cover the terms of collection, holding and processing the information. This will also fully comply with Rootstock's Safeguarding Policy.

We collect evaluation data from children and vulnerable adults who take part in our events. This data is then anonymised and used to create statistical reports and to improve the quality of our activities. Permission to collect this data is obtained from either the parent, or carer when acting 'in loco parentis'.

How is my information stored?

**Your personal information is stored on our secure, password protected network. It can only be accessed by staff who have a legitimate business need. However, no company or system can guarantee complete security as this can be affected by unknown, outside factors.**

How long will my data be stored for?

We will keep your personal data for as long as it is relevant and appropriate to our legitimate business uses as outlined above. We believe it is reasonable to obtain new consent to holding personal data every 5 years, so that individuals can re-evaluate how and why their data is held by us.

What are my options? What rights do I have to access, change or remove my information?

You do not have to provide us with evaluation data, and if you do, you can anonymise it.

You have the right to a copy of the information we have collected from you. Additionally, you are entitled to have inaccurate personal data rectified or destroyed.

You have the right to remove your personal information by 'opting out' at any time, by emailing Rootstock directly at [vickie@thelisteninn.co.uk](mailto:vickie@thelisteninn.co.uk).

We welcome any amendments you may suggest. It is our obligation to keep any data we collect as accurate as reasonably possible and in accordance with GDPR regulations

Go to [www.ico.org.uk](http://www.ico.org.uk) to find out more about your individual rights.

Change in Policy

We may change this Privacy Policy from time to time. If we make any significant changes in the way we treat your personal information, we will make this clear on our website.

How can I complain?

If you have any questions or would like to lodge a complaint about our use of your personal data, you can contact Rootstock directly at [vickie@thelisteninn.co.uk](mailto:vickie@thelisteninn.co.uk)

You may also contact the Information Commissioners Office at [www.ico.org.uk](http://www.ico.org.uk) or 0303 123 1113.