

## **Queens' May Ball Data Statement**

The Queens' College May Ball Committee organises the Queens' College May Ball ("the Event"). We kindly ask that you read this Data Statement carefully as it contains important information including who we are, how and why we collect, store, use and share personal information through your use of the May Ball Website or in relation to the production of the Event, your rights in relation to your personal information, and how to contact us or the supervisory authority in the event you have a complaint.

### **What Does This Data Statement Cover?**

This Data Statement covers any personal information we might collect from you or that we have obtained about you from a third party:

1. where you have registered an interest in attending the Event;
2. where you purchase a ticket or are offered a complimentary ticket to attend the Event;
3. where you provide services to us as a contractor, staff member or performer;
4. when you interact with our social media channels;
5. when you have signed up to receive information about future Queens' College May Balls;
6. when you visit our websites at [queensball.com](http://queensball.com) and [ticketing.queensball.com](http://ticketing.queensball.com) (the "Websites").

### **Who Collects Information About You?**

We are the sole data controller for all data processing activities. When referring to 'we', 'our' or 'us' in this Data Statement, we refer to the Queens' College May Ball Committee.

Do you have a question about something in this notice? Email us at [dpo@queens.cam.ac.uk](mailto:dpo@queens.cam.ac.uk), or write to us at:

Queens' College, Silver Street, Cambridge, CB3 9ET, marked for the attention of the College's Lead Data Protection Officer, Mr Andrew Bainbridge.

## Useful Terms

In this Privacy Notice:

- **“Ticket Holder”** means any individual who purchases a ticket or is provided with a complimentary ticket to attend the Event.
- **“Website Visitors”** means individuals who visit our Websites and who may decide to provide us with personal information to request further information or to receive marketing communications from us.
- **“Personal information”** or **“personal data”** means any information about an individual from which that person can be directly or indirectly identified. It does not include data where the identity has been removed (i.e., anonymous data).

## Information We Collect About You

We may collect, store, transfer and process different kinds of information about you which we have grouped together as follows:

- **Identity Data** such as your first name, last name, image, registration number, identification documents (such as your driving licence, passport or birth certificate), national insurance number, proof of address documents (such as a utility bill, council tax bill or polling card), job title and company, University of Cambridge and College affiliation.
- **Contact Data** such as your email address, business address, home address, telephone number, and professional and/or social network contact details.
- **Financial Data** which may include (i) credit card and/ or billing information so that we can take payment from you and verify your address details, or (ii) Unique Taxpayer Reference number, tax codes or other information required by HMRC, and your bank details so that we can pay for the services you provide to us (if this is part of the contractual arrangements between us).
- **Transaction Data** such as information about payments and details of purchases you have made.
- **Technical Data** such as your internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access the Websites or the mobile app.

- **Usage Data** which may include information about how you use our Website, the mobile app, or social media channels.
- **Performer Data** such as your stage name, name of act, name and contact details of your agent and/or manager, information pertinent to the assessment of artists and performers (such as information on fan base, sales and attendance figures, past performances, and upcoming events).
- **Profile Data** such as social media handles, social media posts and messages.
- **Marketing and Communications Data** including your preferences in receiving marketing or other communications from us.
- **Criminal Convictions Data** includes information about criminal convictions proceedings or investigations, court orders, or court proceedings.
- **Health Data** includes information about your health, dietary requirements or disability.

## How We Use Your Information

### Ticket Holders

If you would like to purchase a ticket to the Event you will first need to sign in using your University of Cambridge account, or checkout anonymously. We collect your Identity Data and Contact Data to process your registration and add this information to our registration database.

If you are purchasing tickets with a view to attending the Event as a Ticket Holder, we will need to collect a certain amount of personal data, including your Identity Data, Contact Data, and Financial Data, in order to verify your ticket eligibility and the information provided in your registration, process and fulfil your ticket order, produce, and dispatch your Event ticket, and to ensure the safety and security of everyone attending the Event. In addition, we may collect your Health Data to facilitate accessibility arrangements or the provision of medical assistance. The Event site has security cameras which may record your image as you move around the site. We use these to ensure the safety and security of everyone attending the Event.

We may also use your personal information for the following purposes:

- To administer and manage our relationship with you, such as responding to communications.
- To send transactional and service messages in relation to your ticket
- To provide customer service and support.
- For other business purposes, such as research and analysis, business development and planning, determining the effectiveness of, and improving the Event.
- To send you information which we think you may find interesting (such as details about future events), in accordance with your marketing preferences.
- To comply with legal or regulatory requirements.
- To help us establish, exercise, or defend legal claims.

### Suppliers, Staff, and Performers

Whether you are working as a security member, or headlining the Event, you or your representatives will be required to supply a certain amount of personal data, which may include your Identity Data, Contact Data, Financial Data, and Performer Data, in order for the Event to comply with our legal obligations (such as verifying your right to work in the UK), to fulfil your contract, supply your accreditation, administer the relationship with you, or contact you in case of an emergency.

In addition to the basic information provided to fulfil our contractual obligations, we will also use some of the personal data provided by artists, including Identity Data and Performer Data, to compile our lineup listings. This will include the performer's name and social media handles (if they have a public profile).

The Event site has security cameras which may record your image as you move around the site. We use these to ensure the safety and security of everyone attending the Event.

We will also use your personal information for the following purposes:

- To store (and update where necessary) your contact details on our database, so that we can contact you in relation to our agreements and the services you provide.
- To administer and manage our relationship with you and to obtain services from you.
- To comply with other legal or regulatory requirements.
- To help us establish, exercise, or defend legal claims.

## Social Media Users

We use social media channels (including Facebook, TikTok, and Instagram, the “Social Media Companies”) to publish information on the Event. If you follow or otherwise engage with our social media channels, we will collect Usage Data to analyse how users interact with those channels. If you use social media to send us messages or posts, we may use your Profile Data to communicate with you. When you interact with our channels, the Social Media Companies will also process your personal data for the purposes set out above as Joint Controllers. For more information we would encourage you to review the privacy notices published by the Social Media Companies.

## Website Visitors and Cookies

We use cookies to facilitate user logins and improve your experience on our website. Cookies are small data files stored on your device that help us recognize returning users, manage sessions, and ensure website functionality.

When you visit our website, our systems and technology partners (such as Microsoft Azure) may automatically collect technical data, including your IP address and usage information. This data is used to deliver relevant website content, improve user experience, and protect the website.

We do not use marketing cookies, trackers, or clear pixels. For more information about how we handle your data, including when you use our contact or web forms, please refer to our Privacy Policy.

## What is Our Legal Basis For Processing Your Personal Information?

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are below.

### If You Are a Ticket Holder

Where we process your personal information in connection with the sale or provision of an Event ticket to you, this processing is necessary to perform the contract we have entered into with you.

Where we process your information to administer and manage our relationship with you, through our use of security cameras on the Event site, or for other business purposes, we consider this is necessary for our legitimate interests and that your interests and fundamental rights do not override those interests.

Where we process your personal information to send you information about future events, we do so on the basis of your consent in accordance with your marketing preferences. We will rely on legal obligation if we are legally required to hold your personal information to comply with legal or regulatory requirements, such as disclosure to regulators.

In the event that we process your Health Data, we will do so on the basis of your explicit consent or, in the event that you are not physically or legally capable of giving such consent, to protect your vital interests. You can contact us at any time to withdraw your consent. We can also process any Health Data you have chosen to share publicly.

#### If You Are a Supplier, Staff, or Performer

Where we process your personal information in connection with obtaining services from you (or from a third party through which you provide services), this processing is necessary to perform the contract we have entered into with you or the third party providing services to us (as applicable).

Where we process your information to administer and manage our relationship with you, through our use of security cameras on the Event site, or for other business purposes, we consider this is necessary for our legitimate interests and that your interests and fundamental rights do not override those interests.

We will rely on a legal obligation if we are legally required to hold or otherwise use your personal information to comply with legal or regulatory requirements, such as verifying your right to work in the UK or disclosure to regulators.

#### If You Are a Social Media User

Where we process your information to analyse engagement with our social media channels and to communicate with you, we consider this is necessary for our legitimate interests and that your interests and fundamental rights do not override those interests.

#### If You Are a Website Visitor

Where we process your personal information for the purposes described, we consider this is necessary for our legitimate interests and that your interests and fundamental rights do not override those interests.

Where we process your personal information to send you information about future events, we do so on the basis of your consent in accordance with your marketing preferences.

Where we use cookies to collect personal information for the purposes of data analytics, we do so on the basis of your consent.

## **Who We Share Your Information With**

### Service Providers

We use a number of service providers who perform functions on our behalf or to provide certain services to us. These include onsite contractors as well as cloud computing, storage and software providers like Microsoft, Google, GitHub and srcf.net (the University of Cambridge The Student-Run Computing Facility).

Our service providers are required to keep your personal information confidential and are not allowed to use it for any other purpose than to carry out the services they are performing for us.

### Professional Advisors

We may disclose personal information to our professional advisers, such as lawyers, auditors, accountants, and insurers, if necessary, as part of the professional services they are performing.

### Compliance With Laws

We may occasionally release your personal or financial information to public bodies, departments or educational institutions to assist law enforcement, to comply with laws or regulations, or to protect the rights, property or safety of the Event, users of the site or others, including your vital interests or those of another person.

### Queens' College

We may share your information with *The Queen's College of St Margaret and St Bernar*, commonly called Queens' College in the University of Cambridge.

## **Security and International Data Transfers**

### Security

We have implemented generally accepted standards of technology and operational security to prevent personal information from being accidentally lost, used, or accessed in an unauthorised or unlawful way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you promptly in the event of any breach of your personal data which might expose you to serious risk.

### International Data Transfers

While we do not routinely transfer personal information outside the United Kingdom, some of the third-party services we use to support our website may involve processing data in other countries. For example, using Google services for login or other integrations may result in limited data being processed on servers located outside the UK, including in the United States.

Whenever personal data is transferred internationally, we take steps to ensure it is protected to a similar degree as within the UK. These safeguards may include relying on adequacy decisions, International Data Transfer Agreements, or Standard Contractual Clauses.

If you have any questions or would like more details about international data transfers, please contact the Data Protection Officer at [dpo@queens.cam.ac.uk](mailto:dpo@queens.cam.ac.uk).

## **Our Use of Cookies and Similar Technologies**

We may use cookies and other information-gathering technologies to learn more about how you interact with our Websites. You can set your browser to refuse all or some browser cookies or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our Websites may become inaccessible or not function properly.



### **Third-party Links and Services**

The Websites may include links to third-party websites, plug-ins, and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

### **How Long Do We Keep Your Personal Information For?**

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

To determine the appropriate retention period for personal information, we consider the amount, nature and sensitivity of the personal information, the potential risk of harm from unauthorised use or disclosure of your personal information, the purposes for which we process your personal information, and whether we can achieve those purposes through other means, and the applicable legal requirements.

For example, personal data relating to suppliers, staff and performers will be retained for a maximum of 3 Event cycles before being securely deleted. All data related to Ticket Holders will be securely deleted two years after the Event.

You may receive marketing communications about future Queens' College May Balls from us if you have not opted out of receiving that information.

### **Your Rights**

Subject to any exemptions provided by law, you may have the right to:

- **Request access to your personal information** (commonly known as a “data subject access request”) and to certain other supplementary information that this Data Statement is already designed to address.
- **Request correction of the personal information we hold about you.** This enables you to have any incomplete or inaccurate information we hold about you corrected.

- **Request the erasure of your personal information.** This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Receive the personal information concerning you** which you have provided to us in a structured, commonly used, and machine-readable format and have the right to transmit those data to a third party in certain situations;
- **Object to processing** of your personal information at any time for direct marketing purposes.
- **Object to decisions being taken by automated means** which produce legal effects concerning you or significantly affect you;
- **Object in certain other situations** to our continued processing of your personal information;
- **Request the restriction of processing of your personal information.** This enables you to ask us to suspend the processing of personal information about you, for example, if you want us to establish its accuracy or the reason for processing it.
- **Withdraw your consent to our processing of your personal information,** where we have collected and processed it with your consent.

For more information, please refer to the appropriate data protection legislation or consult the Information Commissioner's Office for guidance. If you would like to exercise any of these rights, please contact the Data Protection Officer via [dpo@queens.cam.ac.uk](mailto:dpo@queens.cam.ac.uk), or write to us at Queens' College, Silver Street, Cambridge, CB3 9ET, marked for the attention of the College's Lead Data Protection Officer, Mr Andrew Bainbridge, and provide us with enough information to identify you. We may need to request specific information from you to help us confirm your identity. This is a security measure to ensure that personal information is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive, or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## **How to Complain**

If you have any concerns about our use of your personal information, you can make a complaint to us using the contact details at the start of this document.

You retain the right at all times to lodge a complaint about our management of your personal data with the Information Commissioner's Office at <https://ico.org.uk/concerns/>.

Information Commissioner's Office Wycliffe House

Water Lane Wilmslow Cheshire SK9 5AF

Helpline number: 0303 123 1113,

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

## **Changes to This Data Statement**

This version was last updated on 26 Nov 2024. To ensure that you are always aware of how we use your personal information we will update this Data Statement from time to time to reflect any changes to our use of your personal information and as required to comply with changes in applicable law or regulatory requirements. However, we encourage you to review this Data Statement periodically to be informed of how we use your personal information.

It is important that the personal information we hold about you is accurate and current. Please keep us informed if your personal information changes during your relationship with us.