

Unicorn Folk Privacy Notice

This is the privacy notice of Unicorn Folk and in this document, "we", "our", or "us" refer to Unicorn Folk.

Unicorn Folk's address is as shown on the website under 'Payment Details'

Introduction.

This privacy notice aims to inform you about how we collect and process any information that we collect from you, or that you provide to us. It covers information that could identify you ("personal information") and information that could not. In the context of the law and this notice, "process" means collect, store, transfer, use or otherwise act on information. It tells you about your privacy rights and how the law protects you.

We are committed to protecting your privacy and the confidentiality of your personal information. Our policy is not just an exercise in complying with the law, but a continuation of our respect for you and your personal information.

We undertake to preserve the confidentiality of all information you provide to us, and hope that you reciprocate.

Our policy complies with the Data Protection Act 2018 (Act).

The law requires us to tell you about your rights and our obligations to you in regard to the processing and control of your personal data. We do this now, by requesting that you read the information provided at <https://ico.org.uk/your-data-matters/> Except as set out below, we do not share, or sell, or disclose to a third party, any information collected through our website.

1. Data Protection Officer

We have appointed a data protection officer (DPO) who is responsible for ensuring that our policy is followed.

If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact our DPO, Carl Filby at carlfilby@unicornfolk.uk.

2. Data we process

We may collect, use, store and transfer different kinds of personal data about you. We have collated these into groups as follows:

Your identity includes information such as first name, last name, title, date of birth, and other identifiers that you may have provided at some time.

Your contact information includes information such as billing address, email address, telephone numbers and any other information you have given to us for the purpose of communication or meeting.

Your financial data may include information such as your bank account and payment card details.

Transaction data includes details about payments or communications to and from you and information about products and services you have purchased from us.

Technical data may include your internet protocol (IP) address.

Marketing data may include your preferences in receiving marketing from us; communication preferences; responses and actions in relation to your use of our services.

We may aggregate anonymous data such as statistical or demographic data for any purpose. Anonymous data is data that does not identify you as an individual. Aggregated data may be derived from your personal data but is not considered personal information in law because it does not reveal your identity. We do not in practice do any of this, however, if we were in the future to combine or connect aggregated data with your personal information so that it can identify you in any way, we would treat the combined data as personal information and it will be used in accordance with this privacy notice.

3. Special personal information

Special personal information is data about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data.

It also includes information about criminal convictions and offences.

We do not collect any special personal information about you.

4. If you do not provide personal information we need

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform that contract. In that case, we may have to stop providing a service to you. If so, we will notify you of this at the time.

The bases on which we process information about you

The law requires us to determine under which of six defined bases we process different categories of your personal information, and to notify you of the basis for each category.

If a basis on which we process your personal information is no longer relevant then we shall immediately stop processing your data.

If the basis changes then if required by law we shall notify you of the change and of any new basis under which we have determined that we can continue to process your information.

5. Information we process because we have a contractual obligation with you

When you buy a product or service from us or otherwise agree to our terms and conditions as outlined in our Advertisers Agreement dated June 2021, a contract is formed between you and us.

In order to carry out our obligations under that contract we must process the information you give us. Some of this information may be personal information.

We may use it in order to:

- verify your identity for security purposes
- sell products to you
- provide you with our services
- provide you with suggestions and advice on products, services and how to obtain the most from using our website

We process this information on the basis there is a contract between us, or that you have requested we use the information before we enter into a legal contract.

We shall continue to process this information until the contract between us ends or is terminated by either party under the terms of the contract.

6. Information we process with your consent

Through certain actions when otherwise there is no contractual relationship between us, such as when you browse our website or ask us to provide you more information about our services, you provide your consent to us to process information that may be personal information.

Wherever possible, we aim to obtain your explicit consent to process this information.

We continue to process your information on this basis until you withdraw your consent or it can be reasonably assumed that your consent no longer exists.

You may withdraw your consent at any time by instructing us using the email address info@unicornfolk.uk and the subject heading "UNSUBSCRIBE".

Information we process for the purposes of legitimate interests

We may process information on the basis there is a legitimate interest, either to you or to us, of doing so.

Where we process your information on this basis, we do after having given careful consideration to:

- whether the same objective could be achieved through other means
- whether processing (or not processing) might cause you harm
- whether you would expect us to process your data, and whether you would, in the round, consider it reasonable to do so

For example, we may process your data on this basis for the purposes of:

- record-keeping for the proper and necessary administration of our services.
- responding to unsolicited communication from you to which we believe you would expect a response
- protecting and asserting the legal rights of any party
- insuring against or obtaining professional advice that is required to manage any risk associated with the provision of our services
- protecting your interests where we believe we have a duty to do so

7. Information we process because we have a legal obligation

Sometimes, we must process your information in order to comply with a statutory obligation.

For example, we may be required to give information to legal authorities if they so request or if they have the proper authorisation such as a search warrant or court order.

This may include your personal information.

Specific uses of information you provide to us

8. Information provided on the understanding that it will be shared with a third party

Our website consists of information posted with a view to that information being read, copied, downloaded, or used by other people.

Examples include:

- information provided as part of the advertisement of your event, group activities, musical service or occupation

In supplying personal information, it is up to you to satisfy yourself about the privacy level of every person who might use it.

We do not specifically use this information except to allow it to be displayed or shared.

We do store it, and we reserve a right to use it in the future in any way we decide.

Once your information enters the public domain, we have no control over what any individual third party may do with it. We accept no responsibility for their actions at any time.

Provided your request is reasonable and there is no legal basis for us to retain it, then at our discretion we may agree to your request to delete personal information that you have asked to be posted. You can make a request by contacting us at info@unicornfolk.uk

9. Complaints regarding content on our website

Our website is a publishing medium. Anyone may list or advertise their events, group activities or other information.

We do not moderate or control the content of advertisements except where there is any obvious error or apparent attempt at deception when we use our best endeavours and discretion over whether to publish or not.

If you complain about any of the content on our website, we shall investigate your complaint.

If we feel it is justified or if we believe the law requires us to do so, we shall remove the content while we investigate.

Free speech is a fundamental right, so we have to make a judgment as to whose right will be obstructed: yours, or that of the person who posted the content that offends you.

If we think your complaint is vexatious or without any basis, we shall not correspond with you about it.

10. Information relating to your method of payment

Payment information is never taken by us or transferred to us either through our website or otherwise. We only see whatever financial information about any payment that you make that appears in our bank account or is sent separately by you e.g. a cheque.

11. Communicating with us

When you contact us through our website or by e-mail, we collect the data you have given to us in order to reply with the information you need.

We record your request and our reply in order to increase our efficiency.

We keep personally identifiable information associated with your message, such as your name and email address so as to be able to track our communications with you to provide a high quality service.

12. Complaining

When we receive a complaint, we record all the information you have given to us.

We use that information to resolve your complaint.

If your complaint reasonably requires us to contact some other person, we may decide to give to that other person some of the information contained in your complaint. We do this as infrequently as possible, but it is a matter for our sole discretion as to whether we do give information, and if we do, what that information is.

We may also compile statistics showing information obtained from this source to assess the level of service we provide, but not in a way that could identify you or any other person.

Use of information we collect through automated systems when you visit our website

13. Cookies

Cookies are small text files that are placed on your computer's hard drive by your web browser when you visit any website. They allow information gathered on one web page to be stored until it is needed for use on another, allowing a website to provide you with a personalised experience and the website owner with statistics about how you use the website so that it can be improved.

Some cookies may last for a defined period of time, such as one day or until you close your browser. Others last indefinitely.

Your web browser should allow you to delete any you choose. It also should allow you to prevent or limit their use.

The Unicorn Folk website collects anonymous statistical data about visitors to the website by virtue of plugin software such as 'Jetpack'.

Unicorn Folk does not directly employ 'cookies' on its website for marketing or any other purpose though some of the software used on the website e.g. WordFence for security purposes may do.

If a visitor directly completes a form on the Unicorn Folk website the IP address of the device that was being used at the time of completion may be identifiable. Whether or not it is possible to obtain personal details through such identification Unicorn Folk hereby confirm that they make no attempt whatsoever to do so. Please also note our use of the reCAPTCHA authentication tool on forms where more information about privacy issues can be found.

The hosting services necessary to run the Unicorn Folk website are provided by LCN.com to Creative Royston, <http://www.creativeroyston.org/>, a not-for-profit organisation run entirely by unpaid volunteers. Creative Royston will allow Unicorn Folk the use of some spare capacity in the website hosting services it pays LCN.com to provide. Whilst that situation continues, any profit, net of expenses, from the Unicorn Folk website will be donated to Creative Royston annually.

LCN.com state that they "...do not collect, view or share Client Customer Data except as outlined in the terms of our contractual agreement with the Client (the Service Agreement), or, in exceptional circumstances as required by law or by order of a court. Nothing contained in this Privacy Policy shall alter specific terms and conditions applicable to the Service Agreement." You can read their privacy policy by following this link [Privacy Policy - LCN.com](#)

14. Personal identifiers from your browsing activity

Unicorn Folk does not record any information about your browsing activity.

15. Our use of re-marketing

Unicorn Folk does not engage in re-marketing.

Disclosure and sharing of your information

16. Information we obtain from third parties

Although we do not disclose your personal information to any third party (except as set out in this notice), we may receive personal data associated with an activity or event from a third party. We will not publicise that personal data except where it is integral to a message about your activities or events and the overall effect of inclusion is deemed to be beneficial to you.

17. Third party advertising on our website

Third parties may advertise on our website. In doing so, those parties, their agents or other companies working for them may use technology that automatically collects information about you when their advertisement is displayed on our website.

They may also use other technology such as cookies or JavaScript to personalise the content of, and to measure the performance of their adverts.

We do not have control over these technologies or the data that these parties obtain. Accordingly, this privacy notice does not cover the information practices of these third parties.

18. Credit reference

Unicorn Folk do not share data with credit reference agencies.

19. Data may be processed outside the European Union

20. Unicorn Folk does not set out to offer services outside of the UK and does not knowingly or willingly accept personal data from outside the UK.

The Unicorn Folk website and email account is hosted in the UK by LCN.com.

LCN.com state in their Privacy Notice (see link in 13. Above) that “All information you provide to us is stored on our secure servers located within the UK.”

Control over your own information

21. Your duty to inform us of changes

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

22. Access to your personal information

The personal information that you provide to us is primarily for contact purposes and at any time you may request to see that information in full by sending a request to info@unicornfolk.uk.

We will normally provide that information as soon as we can but otherwise tell you when we expect to provide you with the information, and whether we require any fee for providing it to you.

23. Removal of your information

If you wish us to remove personally identifiable information from our website, you should contact us to make your request.

This may limit the service we can provide to you.

24. Verification of your information

When we receive any request to access, edit or delete personal identifiable information we shall first take reasonable steps to verify your identity before granting you access or otherwise taking any action. This is important to safeguard your information.

Other matters

25. Use of site by children

We do not sell products or provide services for purchase by children, nor do we market to children.

If you are under 18, you may use our website only with consent from a parent or guardian

We would not normally expect most of the events, activities and music advertised on this website to be unsuitable for children but it is the advertiser's responsibility to make clear the nature of the event, activity or service that they are marketing and whether it is unsuitable for children in any way. If there is some doubt on this matter it will be the responsibility of the purchaser of the advertised item to enquire directly with the advertiser.

Unicorn Folk cannot take any responsibility for any advertisements that refer to material which is in any way offensive, for example, the lyrical content of songs or the graphical content of CD illustrations. However, we will endeavour to avoid accepting any advertisements that clearly contravene acceptable standards.

26. Encryption of data sent between us

We do not use Secure Sockets Layer (SSL) certificates to verify our identity to your browser and to encrypt any data you give us as we do not request any financial data via the website.

We may change this policy if different payment arrangements make it desirable.

27. How you can complain

If you are not happy with our privacy policy or if you have any complaint then please tell us.

Please address any complaint you may have to carlfilby@unicornfolk.uk

If a dispute is not settled then we hope you will agree to attempt to resolve it by engaging in good faith with us in a process of mediation or arbitration.

If you are in any way dissatisfied about how we process your personal information, you have a right to lodge a complaint with the Information Commissioner's Office (ICO). This can be done at <https://ico.org.uk/make-a-complaint/>. We would, however, appreciate the opportunity to talk to you about your concern before you approach the ICO.

28. Retention period for personal data

Except as otherwise mentioned in this privacy notice, we keep your personal information only for as long as required by us:

- to provide you with the services you have requested;
- to comply with other law, including for the period demanded by our tax authorities;
- to support a claim or defence in court.

29. Compliance with the law

Our privacy policy has been compiled so as to comply with the law of every country or legal jurisdiction in which we aim to do business. If you think it fails to satisfy the law of your jurisdiction, we should like to hear from you.

However, ultimately it is your choice as to whether you wish to use our website based service.

30. Review of this privacy policy

We may update this privacy notice from time to time as necessary. The terms that apply to you are those contained in our Advertisers Agreement here on our website on the day you use our website. We advise you to print a copy for your records.

If you have any question regarding our privacy policy, please contact carlfilby@unicornfolk.uk