

Percussion Play – Website Privacy Notice

Percussion Play issues this Privacy Notice to all users of its website and app for the purposes of providing clear information about collection, processing and storage of their personal data. This Privacy Notice has been produced to satisfy our legal responsibilities in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 (DPA 2018) collectively referred to as the Data Protection Regulations. This notice does not form part of any contract.

PURPOSE

This privacy notice aims to give you information on how Percussion Play (“we” or “us”) will collect, use or otherwise process the personal data we collect from you through our website or app:

- www.percussionplay.com
- Composer AR (App)

Our website and our app are not intended for children, and we do not knowingly collect data relating to children.

DATA CONTROLLER

Percussion Play Ltd (company registration number 07639169) is the Data Controller and responsible for your personal data.

DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about a living, identifiable individual.

We only collect and use personal data when the law allows us to do so. While most of the information we collect is mandatory, there is some information that can be provided voluntarily. Whenever we seek to collect information from you, we make it clear whether providing it is mandatory or optional. If it is mandatory, we will explain the possible consequences of not complying.

You can access most of our website without giving us your personal information. However, you may choose to provide us with your personal information (name, email address, mailing address) on some pages of our websites, for instance when you complete a contact form, entering a competition, respond to a survey, provide feedback, or request addition to our marketing list.

By submitting your personal information for marketing purposes, you consent to our use of the information for the purpose of electronic marketing. If you wish to amend your marketing preferences at any time, detail as to how to do so are set out in our customer privacy notice and below.

The categories of information that we may collect, process, hold and share include:

- Identity Data (e.g. your name, date of birth and other identification information)
- Contact Data (e.g. your postal address, phone number, email address and mobile number)
- Your interactions with us, including via social media
- Marketing and Communications Data including your contact preferences.
- Usage Data regarding how you use our website
- Technical Data including use of cookies (see COOKIES)

Percussion Play – Website Privacy Notice

Aggregated Data such as statistical or demographic information is also collected, but is not personal data as it does not directly (or indirectly) reveal your identity. For example, we may aggregate individuals' Usage Data to calculate the percentage of users accessing a specific website feature in order to analyse general trends in how users are interacting with our website to help improve the website and our service offering.

If you visit our social media pages or view our content on social media platforms both we and the social media platform provider collect information about you, such as:

- what you say (comments) or your actions (liking and sharing)
- your country or region (or your precise location if you have provided this in your user profile and you are logged in)
- your device and internet connection; and
- your social media profile details and user ID.

If you have allowed the use of any tracking cookies on the social media platform, the information we collect will also include what you click on and what you view.

SPECIAL CATEGORY DATA

Certain personal data (known as special categories of data) is subject to additional safeguards under data protection legislation. Such information includes details of

- your racial or ethnic origin;
- your political opinions;
- your religious beliefs or other beliefs of a similar nature;
- whether you are a member of a trade union;
- your physical or mental health or condition;
- your sexual life;
- the commission or alleged commission by you of any offence, or
- any proceedings for any offence committed or alleged to have been committed by you, the disposal of such proceedings or the sentence of any court in such proceedings.

We do not expect to collect special category personal data via our website and/or app.

COOKIES

We use cookies and similar technologies on our websites and apps, and in our emails. Cookies are text files that gather small amounts of information, which your computer or mobile device stores when you visit a website or use an app. When you return to the website or app, or visit websites and apps that use the same cookies, they recognise these cookies and your device.

We use cookies to do many different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving your online experience. They can also make sure that the adverts you see online are more relevant to you and your interests.

We also use cookies in some of our emails to help us understand how you interact with our emails and to help us improve our future email communications.

If you've allowed us to use cookies that support our marketing on social media platforms, it will allow the social media platform provider (such as Facebook) to collect information about you, your device and which of our web pages you have visited. This information allows us to show you relevant products and services on social media platforms.

Percussion Play – Website Privacy Notice

The cookies policy on our website gives you more information on cookies, how and where we use them, and how you can control them.

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 this website may become inaccessible or not function properly. For more information about the cookies we use, please see <https://www.percussionplay.com/cookie-policy>.

ADDITIONAL DATA COLLECTION

Please note that our website 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 WE USE YOUR PERSONAL DATA (OUR LEGAL BASIS)

We must have a legal basis to process your personal data. The legal basis applicable to processing by Percussion Play will usually be one of the following:

- To allow us to take actions that are necessary for us to provide you with the product or service you want (for example, to make and receive payments);
- To allow us to meet our legal obligations (for example, to fulfil regulatory reporting or similar obligations);
- To protect our legitimate interests (for example, to understand how customers use our services so that we can improve our offering, or to carry out debt recovery); or
- We have your consent to use your information (for example in relation to electronic marketing). To the extent that any processing is based on consent, you have the right to withdraw that consent at any time.

The table below sets our main uses for personal data and the legal bases for doing so. Where our legal basis is a legitimate interest, those interests are also referenced:

Purpose for which data is processed	Legal basis for that processing
To respond to you when you contact us via the website, and then provide our services to you	It is in our legitimate interests to make sure that our website and social network visitors and users are provided with a high standard of online service, to protect our business interests and the interests of our customers. (If you are an existing or prospective customer or supplier) It is necessary to carry out our agreement or to take steps to enter into an agreement with you.
To communicate with you via our website about products or services in which you may have an interest, including measuring the effectiveness of our communications and marketing.	It is in our legitimate interests to give you information about products that you may be interested in.

Percussion Play – Website Privacy Notice

	In the case of electronic marketing (for example, emails), we have your consent.
To enable you to partake online in a prize draw, competition or enable market research through your voluntary participation in surveys.	<p>It is necessary to carry out our agreement or to take steps to enter into an agreement with you.</p> <p>It is required by law.</p> <p>It is in our legitimate interests to engage with our customers and potential customers to help us improve and develop our online and offline products and services, and to elicit their views and enable a positive relationship.</p> <p>In the case of electronic marketing (for example, emails), we have your consent.</p> <p>(If you are an existing or prospective customer or supplier) It is necessary to carry out our agreement or to take steps to enter into an agreement with you.</p>
To manage complaints and queries you notify to us, and to take action to put matters right	<p>It is necessary to carry out our agreement or to take steps to enter into an agreement with you.</p> <p>It is required by law.</p> <p>It is in our legitimate interests to make sure that our customers are provided with a high standard of service, to protect our business interests and the interests of our customers.</p>
To develop and improve products, our website and our app, including delivering relevant website content and online advertisements to you, and measuring and understanding the effectiveness of the advertising we serve to you.	It is in our legitimate interests to improve our products, to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy, so that we can continue to provide products that our customers want and to be competitive.
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	It is in our legitimate interests to enable the running of our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise.
To enable a merger, acquisition, change of control, joint venture or other similar arrangement involving our business.	It is in our legitimate interests to protect our business interests and conduct changes to our structure and ownership.

If you decide not to supply personal data that we have requested and as a result we are unable to comply with legal or regulatory obligations, then we may be unable to continue communicating with you.

DIRECT MARKETING

Percussion Play – Website Privacy Notice

If you sign up to receive marketing materials from us via our website, at the point you do so you will be asked to indicate your preferences for receiving direct marketing communications from Percussion Play, for example whether you prefer email, postal, telephone or SMS communications.

You can ask to stop sending you marketing communications at any time by emailing privacy@percussionplay.com with “UNSUBSCRIBE” in the subject line. If you opt out of receiving marketing communications, you will still receive service-related communications that are essential for administrative or customer service purposes.

SHARING YOUR PERSONAL DATA

Your personal data may be seen or used by our staff in the course of their duties, or others lawfully working with us in the ordinary course of our business.

We may need to share your data with appropriate third parties, for example professional advisers, auditors, contractual counterparties in order to fulfil our legal obligations. We may share your personal data with independent third-party service providers with whom you ask us to share information.

We may also need to share your data with your advisers (such as accountants, lawyers and other professional advisers) who you have authorised to represent you, or any other person you have told us is authorised to give instructions on your behalf (such as under a power of attorney).

We may also outsource our support services or engage consultants and others to support us in our business (e.g. secretarial, marketing, courier or IT tasks). Where we do so, relevant personal data is be provided to and processed by the service provider in accordance with the terms of our contract with them and to the extent appropriate for the performance of that contract. They will not share your personal information with any organisation apart from us, unless required to by law. All personal data will be held securely and only retained for the period we instruct.

We might need to share or transfer your data confidentially with relevant parties and/or their professional advisers if there is a merger, acquisition, change of control, joint venture or other similar arrangement involving Percussion Play.

We may need to share your personal information to obtain necessary confidential legal advice. We may also need to share your personal data with organisations such as insurers, government and law enforcement agencies or HMRC, to comply with insurance, legal, taxation, public interest or similar obligations. We will not share your information with any third parties for the purposes of direct marketing unless you have given consent for us to do so.

CHANGE OF PURPOSE

We will only use your personal data for the purposes for which we collected it unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use your personal data for an unrelated purpose, we will explain to you the legal basis which allows us to do so.

TRANSFER OF YOUR DATA TO OTHER COUNTRIES

In the course of carrying out the activities referred to above we may transfer your data to other countries, which may not have the same legal protections for your data as the UK.

Percussion Play – Website Privacy Notice

Where data is being transferred outside of the UK and/or European Economic Area, we will take steps to ensure that your data is adequately protected in accordance with UK legal requirements and the EU GDPR (as applicable).

Otherwise, we may transfer your data if it is necessary for performance of our contractual duties to you, or because we have other legal obligations to transfer the data, or it is necessary for important reasons of public interest. If you require further detail about the protections in connection with any particular transfer, contact the Data Privacy Manager (see CONTACT).

DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purpose for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements. Data relating to a specific events or transaction will generally be retained for a period of 6 years following that event or transaction.

We may be obliged to suspend any scheduled destruction or deletion of personal data where legal or regulatory proceedings require it or where proceedings are underway such as require the data to be retained until those proceedings have finished.

DATA SUBJECT RIGHTS Under the Data Protection Regulations, Data Subjects have the following rights:

- Access to personal data
- Rectification of incorrect data
- Erasure of time elapsed data
- Restriction of processing under certain circumstances
- To object to certain processing of data
- To data portability
- To complain to a supervisory authority – in the UK this is the UK Information Commissioner
- To withdraw consent

Some of these rights are not automatic, and we reserve the right to discuss with you why we might not comply with a request from you to exercise them.

To request access to your data or to exercise any of your rights, please contact the Data Privacy Manager (see CONTACT), preferably in writing. We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights).

If you have any questions about this privacy notice, the practices of our website or your dealings with our website, please contact the Data Privacy Manager (see CONTACT).

CONTACT

Data Privacy Manager

Email address: privacy@percussionplay.com

Postal address: Percussion Play Ltd, Unit 501 Dunsbury Park, Brooklime Way, Havant, Hampshire PO9 4FF.

Telephone number: +44 1730 235180

Percussion Play – Website Privacy Notice

COMPLAINTS

If you have any concerns regarding our use of your personal data, please contact the Data Privacy Manager in the first instance to allow us to address your concerns.

You have the right to make a complaint to the ICO if you are unhappy with how we have used your data or how we have addressed your 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 NOTICE

Percussion Play Limited reserves the right to update this privacy notice at any time, and we will publish a new privacy notice when we make any substantial updates. We may also notify you by alternative means, periodically, about the processing of your personal information.

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