



Live Travel and Tours Privacy Notice (version of 20 May 2021)

Live Travel and Tours (and, by extension, the London International Music Festival, and The Business Map) takes your privacy very seriously. Please read our privacy policy below, which covers how we obtain, store and use your data.

This policy applies to all activities undertaken by Live Travel and Tours Ltd and its associated brands.

Summary

We collect and securely store personal data about you that can include your name, contact details and online/email interactions with us, usually after a business connection/request between us or following our research of publicly available information or trade association listings.

We use your data for the processing of our business activities with you, for updating you on news and product information and for improving our services through understanding what is of interest to you. We only hold it as long as necessary and we regularly check its accuracy.

We only pass your data on to 3rd party companies where it is required for the processing of our contracts with you (eg sending a rooming list to hotel), or for legal reasons. We do not sell your information to any parties under any circumstances.

We send occasional marketing emails to our business and festival contacts, based on the relevance of that information. You can unsubscribe from these at any time.

Your rights include the ability to request to see the personal data we hold on you, the right to amend it and to have it deleted. You can also withdraw your consent for us to hold and process this data or make a complaint at any time.

Live Travel and Tours is registered as a data controller with the Information Commissioner's Office (ICO) in the UK.

Full details on the above summary are outlined below.

Your data:

We collect the following types of data, where applicable:

- Name
- Contact details and location etc
- Company/Organisation, and publicly-available information about the activities of your company or organisation (eg tours provided, type of ensemble etc)
- IP address and other computer-related information – eg geographic location, browser type, operating system etc (if you contact us via our websites)
- Links to your websites/social media feeds etc
- How you interact with our broadcast emails (eg whether you open emails etc) and information you provide to us at the time of subscribing to our emails
- Details of any transactions with us and products/services bought
- Any other information you provide to us

Specifically for our tours, we also need to collect the following information, where applicable:

- Travellers' details – eg full names, contact details, passport details and ages
- Medical and dietary requirements of the travellers – where it is necessary for us to know this to ensure the health and safety of the tour, the traveller and others

NB – data sent to us about participants on tours is never used for any purpose other than administering that tour.

How we collect your data:

We collect the above data from you:

1) With your consent:

- When you give it to us at business events (trade shows etc) via business cards and/or electronic contact sharing apps, event directories etc
- Via webforms on our websites or following an email/phone request from you

2) For legitimate interest reasons (see [Article 6](#) of GDPR):

- Where we have met you at an event or following an email (or other form of) request for business information, and we believe that there is a legitimate interest in our storage of that data and in our contacting you to seek consent for further marketing information as outlined in our **Legitimate Interests Assessment – Inbound Business Contacts**

- Where we have found your details in publicly-available information (including, but not limited to, online searches, association directories, trade listings etc), and we believe that there is a legitimate interest in our storage of that data and in our making initial contact with you as outlined in our **Legitimate Interests Assessment – New Business Contacts**
- Where you are a musical ensemble, music school or other performing contact and we have found your data in publicly-available information (including, but not limited to, online searches, association directories, trade listings etc), and we believe that there is a legitimate interest in our storage of that data and in our making initial contact with you as outlined in our **Legitimate Interests Assessment – New Performing Contacts**

3) For contractual reasons:

- Where we are required by law to collect and store data to fulfil our legal obligations or when you have contracted us to provide a service for you

How we use and store your data:

1) We only use your data for the following purposes:

- The fulfilment of our contract/s with you
- The completion of administrative tasks – eg emailing you with updates on your tours
- The sharing of product information – eg notifying you of updates to products, tours or our music festival
- The improvement of our products via analytical research – eg understanding what products are or are not of interest to you in our broadcast eshots
- For the fulfilment of our legal obligations
- For any other purposes where we have obtained your explicit prior consent

2) We store this information in the following places, where applicable:

- On our secure server (in emails, digital documents etc)
- On our secure 3rd party CRM database (based in the USA)
- When in hardcopy form, in locked secure filing cabinets

3) We only disclose your information to 3rd parties as follows:

- In the pursuit of our contract/s with you and where agreed with you
- Where required to for legal reasons

We do not sell your information to any parties under any circumstances.

4) We retain and update your data as follows:

- We only hold your data for as long as necessary in order to fulfil our legal and business obligations with you
- We check our data regularly to ensure that it is as accurate as possible
- We may occasionally send you an email asking you to check that your details are correct
- You may contact us at any time to correct any inaccurate data

Storage and security

We have implemented appropriate technical measures as regards the security of our systems and our data. We have a detailed security policy on how we do this and you can ask for a copy of it by emailing enquiries@live-traveland-tours.com.

How we use your data for marketing purposes:

We only use data provided by business and festival contacts for marketing purposes (ie never that provided by tour group participants). Where applicable, we send out approximately 1-2 emails per month for marketing reasons. Not all emails are sent to all our contacts – these are often filtered to make them as relevant as possible to you.

Our emails all contain an opt out link which can be used at any time. This will block our CRM system from sending any further marketing emails (we may still need to email you for any ongoing contractual, business or legal issues).

Our CRM system is based in the USA and is governed by standard contractual clauses which are approved by the European Commission and which regulate the lawful transfer of data from the EEA to countries outside of the EEA.

We use cookies on our website on pages where there are contact webforms to complete, and where there are embedded videos. These are to allow these elements to function correctly.

Your rights:

1) You have the following rights as regards your data:

- To be informed about the collection and use of your data
- To access the personal data we store on you
- To rectify the personal data we store on you in the event of errors
- To have your personal data deleted (the “right to be forgotten”)
- To withdraw any previously given consent for us to store and use your data
- To obtain and reuse data across different services (data portability)
- To unsubscribe from our emails or otherwise restrict how we contact you
- To be protected against automated decision making and profiling

- To register a complaint as to how we use your data

2) Who to contact and/or complain to:

Please contact us at enquiries@livetrandtours.com if you have any questions or complaints about our use of your data.

This policy will be updated from time to time and the latest date will appear in the title of the document. Please make sure you check back occasionally to ensure you are still happy with its contents.