

Privacy Policy.....

Keeping your Data Safe;

This privacy policy sets out how CHEYENNE & JB WESTERN DANCE uses and protects any information that you give CHEYENNE & JB WESTERN DANCE when you make enquiries about the Cheyenne Festivals or use their services.

How we use your information

We only collect, use and hold information that we need to be able to provide you with the information or service you are requesting.

You don't have to give us any of this personal information but if you don't then you may not be able to access our products and services. It would also be extremely difficult for us to be able to provide you with an optimal level of customer service. The guide below details what information we collect and how we use it.

Your name and contact details

How we use this	Why?
Getting in touch with you	We may need to get in touch with you if you have requested information from us. We've got to do this to perform our services for you
Sending you messages by text or email	We would need to do this to reply to you, send you quotes or invoices. We also would contact you should we need to update you on our services

<p>Sending you information by email, SMS, post or telephone about our new products and services</p>	<p>We are constantly seeking to improve the Cheyene Festivals and we like to keep you up to date. We only do this with your permission, you can opt out at any time if you change your mind. Simply emailing us direct with your request.</p>
<p>For our accounting records</p>	<p>These details are needed for your invoice and our accounting and tax records legal obligation required by HMRC. Paper format and encrypted external hard drive are locked away. Digital Documents are deleted and paper copies destroyed after the required length of time.</p>

Your communication History with us

This includes emails, telephone calls, instant chat, and social media.

<p>How we use this</p>	<p>Why?</p>
<p>Providing customer service and support</p>	<p>We must do this to perform our contract with you. If you have additional needs or service requests and let us know, then we need to keep track of those to enable us to deliver on them</p>

Customer History

This includes all services with us, any details relating to services provided and when you have requested information from us.

How we use this	Why?
Providing customer service and support	We've got to do this to perform our service with you

Sharing your information

We do not and will never sell your personal data to a third party for the simple reason that it's yours, not ours.

There are instances where we do need to share your data to be able to provide you with the services you are requesting or required by law. These include, but are not limited to:

- Our accounting software provider.
- Our IT and web hosting providers
- Legal and governmental agencies

We only work with companies who take the same amount of care with customer data as we do.

Keeping your information

We will only hold on to your personal information for as long as it is needed to provide you with the service you are requesting, or to meet legal or regulatory data retention requirements. We perform regular reviews of all the data we hold and assess whether it still needs to be kept. If there is no valid reason for us to keep it then we delete or destroy it.

Marketing Messages

We tailor our marketing messages, so we hopefully only contact you about things of interest to you. These can be by email, mail, text, or telephone. You can opt out of

receiving messages at any time by letting us know your full name, postcode, email address and phone number.

Changes to this policy

This policy will be updated from time to time to reflect both the latest data protection laws and how we use and process your data.

Your Rights

You have a number of rights with regards to your personal information under the General Data Protection Regulation (GDPR). These are:

- The right to be informed about how your personal information is being used – that is why we have put together this document
- The right to access the personal information we hold about you
- The right to rectify any information we hold about you that is incorrect
- The right to request that the information we hold about you be erased, or place restrictions on how we process it
- The right to request that we provide the information we hold about you in a format that can be easily transferred to you or another service provider – “data portability”
- The right to complain to your data protection regulator. In the UK this is the Information Commissioner’s Office

Contacting us about this notice

If you have any questions or feedback about this notice, wish to exercise your rights as set out above, or have a complaint, please contact us in writing at Cheyenne Promotions.

This policy was last updated on **21/05/18**