



Data use and protection policy, May 2018

In order to protect the privacy of individuals who subscribe to the Pegasus e-mail list, Pegasus observes the following policy:

1. We collect only the name and e-mail address (“data”) of individuals who would like to be kept informed of the choir’s activities.
2. Data are stored on a single, password-protected database.
3. Paper records containing data (e.g. a sign-up sheet or feedback form from a concert) are destroyed once the data have been entered in the database.
4. Access to the database is limited only to those members of the Pegasus committee who need to work with the information. In most circumstances this is only the committee member in charge of marketing and audience development.
5. We make it straightforward for an individual to request that their data be deleted from our database. They may do this by sending an e-mail to the choir’s e-mail address, or by clicking the relevant auto-unsubscribe link that appears at the bottom of each e-mail sent by the choir.
6. We promptly delete the individual’s data upon their request.
7. We explain clearly on our website the purpose and use of our e-mail list, and how individuals may have their data removed.
8. Once a year we remind our e-mail list subscribers of our data use and protection procedures, and we offer them the option to unsubscribe if they wish. This reminder will take the form of an e-mail exclusively on this topic, or a prominent section of a publicity e-mail.