

VIVA PIANO LTD CUSTOMER PRIVACY NOTICE

This privacy notice tells you what to expect us to do with your personal information.

- Contact details
- What information we collect, use, and why
- Lawful bases and data protection rights
- Where we get personal information from
- How long we keep information
- Who we share information with
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Contact details

Email

info@vivapiano.co.uk

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Names and contact details
- Addresses
- Date of birth

- Payment details (including card or bank information for transfers and direct debits)
- Health information (including dietary requirements, allergies and health conditions). This is collected in case of an emergency, and because we may provide snacks and catering at our events from time to time.
- Account information

We also collect or use the following special category information to **provide services and goods, including delivery.** This information is subject to additional protection due to its sensitive nature:

- Health information. Where the information we collect includes details about your health, allergies, or medical conditions, we also rely on your explicit consent to handle this category of data, given its sensitive nature. Providing this information is voluntary. You can withdraw this consent at any time, though we may not be able to accommodate your dietary or medical needs if we don't hold this information.

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details
- Marketing preferences
- Recorded images, such as photos or videos
- Purchase or viewing history
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following information to **comply with legal requirements**:

- Name
- Contact information
- Any other personal information required to comply with legal obligations

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Account information
- Correspondence

Lawful bases and data protection rights

Under UK data protection law, we must have a "lawful basis" for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO's website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO's website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. Read more about the right of access.
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. Read more about the right to rectification.
- **Your right to erasure** - You have the right to ask us to delete your personal information. Read more about the right to erasure.
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. Read more about the right to restriction of processing.

- **Your right to object to processing** - You have the right to object to the processing of your personal data. Read more about the right to object to processing.
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. Read more about the right to data portability.
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. Read more about the right to withdraw consent.

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection

rights may apply, except the right to portability. Our legitimate interests are:

- We use people\'s contact details to send updates about Viva Piano Ltd courses and sessions, including new course availability, taster sessions, and relevant news, to people who have previously engaged with us (for example, by attending a class, joining a waiting list, or asking to be kept informed). This benefits us because it allows us to run a sustainable small business by keeping people informed about places as they become available, particularly given our limited class sizes and teaching capacity. It also benefits the people we contact, as many have specifically asked to hear from us about new courses (for example, our adult evening classes), and would otherwise miss out on limited-availability sessions they\'ve expressed interest in. We only use contact details people have given us directly, we don\'t share this information with third parties for their own marketing purposes, and every marketing communication includes a clear and simple way to unsubscribe at any time. We don\'t market by email to anyone who has asked not to be contacted, or who has previously unsubscribed. Given the low-risk nature of the information involved (name and contact details only, no special category data used for this purpose) and the clear option to opt out, we believe this interest is not overridden by the potential impact on the individual.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **legal requirements** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Where we get personal information from

- Directly from you

How long we keep information

Data category	Retention period / trigger	Reason	Action when period ends
Marketing contact details (name, email, marketing preferences)	Retained while subscribed and engaged	Necessary to send updates and marketing you've consented to receive	N/A - retained on rolling basis
Marketing contact details - inactive subscriber	24 months of no opens or interactions	Data no longer necessary once engagement stops; keeping inactive contacts indefinitely	Delete or archive; do not use for further marketing

		isn't a defensible retention period	
Marketing contact details - unsubscribed	Removed on unsubscribe	Consent withdrawn	Delete from active marketing list immediately
Marketing consent	Reviewed periodically (at least annually)	UK GDPR requires consent to be current, not assumed indefinitely	Re-request consent; remove if not renewed

For more information on how long we store your personal information or the criteria we use to determine this please contact us using the details provided above.

Who we share information with

Data processors

Wix

This data processor does the following activities for us:

Wix is our data processor and provides the platform through which we run our website, take bookings and payments, and communicate with our mailing list.

Specifically,

Website hosting: Wix hosts our website and stores the information submitted through it.

Bookings: Wix Bookings stores names, contact details and booking history for our courses and sessions.

Payments: Wix Payments processes card payments made when booking. Wix is PCI DSS Level 1 accredited (the highest standard for handling payment card data), and card details are processed directly by Wix rather than stored by us.

Email marketing: Wix\'s email marketing tools store contact details and marketing preferences for our mailing list, and manage sending, unsubscribes and preference updates. In each case, Wix processes this data only on our instructions, in order to deliver the service we\'ve asked for, and does not use it for its own purposes. Wix has provided us with a Data Processing Agreement, which sets out its obligations as our processor.

Sharing information outside the UK

Where necessary, we will transfer personal information outside of the UK. When doing so, we comply with the UK GDPR, making sure appropriate safeguards are in place.

Organisation name: Wix

Category of recipient: Website hosting, booking and payment platform provider

Country the personal information is sent to: Stores and processes data in several locations around the world. For your site vivapiano.co.uk, its visitors' personal information may be stored in data centers located in the United States of America, Ireland, South Korea, Taiwan, and Israel.

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

How to complain

If you have any concerns about our use of your personal information, you can make a data protection complaint to us:

Email: info@vivapiano.co.uk

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

Website: https://www.ico.org.uk/make-a-complaint

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