



Policy Name	Privacy Policy
Author	Beverley Adams-Reynolds T/A The Data Protection Lady– Consultant to Mischemix Ltd
Date of Approval	

Privacy Policy

This Privacy Policy is for students and clients (or potential students / clients) who are considering engaging with us or go on to contract our services, and for individuals who participate in events that we deliver.

We will only use personal data that we collect in line with applicable UK laws, including the UK General Data Protection Regulation (GDPR), the Data Protection Act (DPA) 2018 and the UK Privacy and Electronic Communications Regs (PECR) in respect of marketing to you. We are committed to protecting your privacy and handling your information in the right way.

Your trust matters to us because we want to empower and support you in grabbing and holding your audience's attention and connecting with them emotionally through audio, video, and technology. We are committed to making coaching support and learning accessible, ensuring all students and clients feel included and valued. Therefore, we only ask for, or collect your personal information, to help us run and improve our services and to deliver the training and coaching services that you contract us for or sign up to participate in.

- We make sure your personal information is always secure and protected.
- We are fair, clear and honest about how we use the personal information we hold about you. If you ever feel unsure about how we use your personal data, please always ask us to explain.

Who we are

Mischemix is a limited company registered in England and Wales (registration number 13824292). We are registered with the Information Commissioners Office (registration number ZB290249). Our registered officer is: 78 Church Lane, Dinnington, Sheffield, England, S25 2QY

Mischemix own and operate the following websites:

- mischemix.com
- Want2dj.co.uk

The person with responsibility for data protection at Mischemix Ltd is Michelle Shaw. Michelle can be contacted at: michelle@mischemix.com

We want to explain and make sure you understand:

- what personal information we collect about you,
- how we may use it lawfully,
- the purpose(s) that we use it for,
- who we may share it with,
- how long we will keep it for
- your rights in respect of us getting this right and how you can contact us if you feel we haven't done so.

[What personal data do we collect about you as an individual when you join our DJ Academy or contract our Coaching Services?](#)

Most of the information (personal data) we collect about you is that which you give to us directly as part of signing up to our DJ Academy or Coaching Services.

Personal data is information that is capable of identifying you, directly or indirectly, as an individual – on its own or in combination with other information. Dependent on how you have contacted or engaged with us we may collect some or all of the following information about you:

- Identity information -your name
- Your Date of Birth
- Your postal address
- Your email address
- Phone contact details (mobile and/or landline)
- Your study pattern
- Recordings of conversations or coaching sessions
- Records of your communications with us
- Limited financial details when you make a payment to us
- Your marketing preferences (please also see the section below on [marketing](#))

[More sensitive personal information](#)

When you engage with us, we ask that you share relevant and appropriate health information so that we can fully understand your needs and design the best training and coaching approach for you.

[Disclosure and Barring Service](#) – where we provide a DJ service to a school or college, or where vulnerable adults are participating in an event, we must provide an enhanced DBS certificate for both Mischemix staff and contracted DJs who are going to take part in the event. You will be required to self-fund this certification through our third-party umbrella service and provide a copy of your certificate to the venue. Mischemix will only record the outcome of the check and not the certificate itself.

[Gift Voucher purchases](#)

Where you are kind enough to purchase a Gift Voucher for someone, we will hold the following information about you:

- Your name
- Your address
- Your contact information
- The value of the purchase
- Limited financial information in respect of your purchase
- Your marketing preferences

[How do we use the data we collect about you?](#)

We may use your personal data for a number of purposes captured here and include the following:

- To provide requested training and coaching services to you in the most appropriate design that suits your needs and availability
- To fulfil Gift Voucher purchases
- To deliver events that you may participate in
- To record online events and training and coaching sessions over Zoom
- To keep a record of payments to us, and our communications with you
- To respond to an enquiry from you
- Where you have explicitly requested us to do so, we will store your passwords for access to systems and platforms
- To send you electronic marketing that we believe you would have an interest in (you may opt out at any time)
- To comply with applicable law and regulations including the safeguarding of yourself or other individuals

[Do we transfer your personal information outside of the UK or EEA?](#)

Some of our suppliers are based outside of the UK (please see the dedicated section on our [suppliers](#)). Where our suppliers are outside of the EEA (e.g. Mailchimp) we have assessed the legal basis that allows for us to transfer your information to each supplier. We make sure that the transfer is lawful under the UK GDPR and DPA 2018 and that appropriate safeguards are both legally and technically to allow such transfers to take place.

[How we can legally use your information](#)

We're allowed to process your information (data) for one or more of these lawful reasons:

- We have a contract with you to deliver requested training or coaching services
- Where we do hold health information about you, we will only do so with your explicit consent
- Where you have asked us to provide a digital facility to store your passwords, we will only do this with your explicit consent
- We have a legitimate interest to do so e.g:
 - to provide appropriate marketing to you, or
 - retain your information where you may start but not complete a course of lessons, or
 - ensure that you have appropriate insurance in place when you provide DJ services to schools or colleges
 - book meetings with your using the Timely platform (see [suppliers](#) below)
- Where we provide DJ services to schools or colleges for young people or vulnerable adults and are contractually required to meet legal safeguarding standards

Who do we partner or share information with?

Third party partners and suppliers

Mischemix partner with a number of suppliers to deliver services and give flexibility on payment options. Our partners and how we use them are listed below:

Partner	Purpose	Location
IPEGs	CRM services (capturing your information provided on our digital application form)	IPEGs use a state-of-the-art UK data centre to store information provided on our digital forms. They are Cyber Essentials accredited. Their privacy notice is here
Crowdcast	Ticket sales (DJ events and live events) – you set up an account direct with Crowdcast to participate	Crowdcast are a US based company but advise that they store data globally. They confirm that they have appropriate safeguards to ensure the safe and secure processing of your information. Their privacy notice is here
STRIPE	Payment Gateway provider	<p>We use STRIPE to process payments if you make a payment for DJ lessons or buy tickets through Crowdcast online. To enable this to proceed a STRIPE cookie is deployed to ensure transactions are secure.</p> <ul style="list-style-type: none"> ○ STRIPE are a US based global provider of transactional finance services but which have UK representation. ○ STRIPE are signatories to the EU-US Data Privacy Framework and under the UK Data Protection (Adequacy) (USA) Reg 2003 (known as the UK-US ‘data bridge’) are deemed to meet the required standards to maintain the privacy of citizens when data is transferred to and processed by them on behalf of UK based organisations. ○ STRIPE are certified to the highest level of Payment Card Industry (PCI) standards to keep your information safe and secure. ○ Their privacy notice is here
Patreon ¹	<ul style="list-style-type: none"> • DJ Academy membership • Coaching Services 	Patreon are a US based platform that we use to host our DJ Academy membership (but not training) and our Coaching Services. In engaging our services via Patreon you are known as a ‘Patron’.

¹ This provider is to be phased out during 2024/25.

	You create an account with Patreon to participate	<ul style="list-style-type: none"> o Patreon are signatories to the EU-US Data Privacy Framework and under the UK Data Protection (Adequacy) (USA) Reg 2003 (known as the UK-US 'data bridge') are deemed to meet the required standards to maintain the privacy of citizens when data is transferred to and processed by them on behalf of UK based organisations. o Their privacy notice is here
PayPal	Payment Gateway provider for Patreon	Patreon utilise a number of Payment Gateway providers and we use PayPal within their framework to pay for the DJ Academy and Coaching Services. PayPal UK are a designated controller in their own right, but operate globally ensuring the highest standards of security and compliance to allow your information to be processed within the EU or further afield. Their Privacy notice is here
Trello (Atlassian)	Where explicitly requested by clients, to provide a password storage facility	<p>We only provide this service when you explicitly request us to do this. Trello (Atlassian) are a US based global provider of easy-to-use project management tool that helps teams collaborate, manage tasks, and streamline operations.</p> <ul style="list-style-type: none"> o Trello are signatories to the EU-US Data Privacy Framework and under the UK Data Protection (Adequacy) (USA) Reg 2003 (known as the UK-US 'data bridge') are deemed to meet the required standards to maintain the privacy of citizens when data is transferred to and processed by them on behalf of UK based organisations. o Their privacy notice is here
GoCardless	Payment Gateway provider currently used to purchase a bundle of DJ lessons ²	We use GoCardless' services to enable you buy a 'bundle' of DJ lessons. Go Cardless's services are offered from their UK headquarters and from GoCardless offices in France, Germany, Australia and the United States. Services are available to merchants in a number of countries around the world. Personal data may also be stored and accessed by service providers located in other countries. Their Privacy notice is here

² Will replace services currently via Patreon during 2024/25

Quickbooks (Intuit)	Provider of book-keeping, accountancy and invoicing services	Quickbooks (Intuit) are a global provider of online accountancy and booking-keeping services for businesses. Data is predominantly processed in the USA. <ul style="list-style-type: none"> Intuit are signatories to the EU-US Data Privacy Framework and under the UK Data Protection (Adequacy) (USA) Reg 2003 (known as the UK-US 'data bridge') are deemed to meet the required standards to maintain the privacy of citizens when data is transferred to and processed by them on behalf of UK based organisations. Their privacy notice is here
Timely	Appointment booking system – manual entries by Mischemix	Timely are a company based in New Zealand and the laws of New Zealand apply. Timely process your information in both Australia and the USA. Their privacy notice is here
Calendly	Appointment booking system where you select a date / time suitable to your needs	Calendly provide a seamless service allowing you to book session appointments in the Mischemix calendar. Calendly are a US based organisation. <ul style="list-style-type: none"> Calendly are signatories to the EU-US Data Privacy Framework and under the UK Data Protection (Adequacy) (USA) Reg 2003 (known as the UK-US 'data bridge') are deemed to meet the required standards to maintain the privacy of citizens when data is transferred to and processed by them on behalf of UK based organisations. Their privacy notice is here
Mailchimp (Intuit)	Electronic Marketing and newsletter service provider	Mailchimp are also part of the Intuit global brand. They most commonly provide services to enable electronic marketing. <ul style="list-style-type: none"> Mailchimp are signatories to the EU-US Data Privacy Framework and under the UK Data Protection (Adequacy) (USA) Reg 2003 (known as the UK-US 'data bridge') are deemed to meet the required standards to maintain the privacy of citizens when data is transferred to and processed by them on behalf of UK based organisations. Their privacy notice is here
Otter.ai	Otter.ai transcribes spoken words into written text	This tool creates real-time transcriptions, providing immediate access to written records of verbal communications during meetings and other interaction. Otter are a US based organisation

		<ul style="list-style-type: none"> ○ Otter.ai are signatories to the EU-US Data Privacy Framework and under the UK Data Protection (Adequacy) (USA) Reg 2003 (known as the UK-US 'data bridge') are deemed to meet the required standards to maintain the privacy of citizens when data is transferred to and processed by them on behalf of UK based organisations. ○ Their privacy notice is here
Cockatoo	Cockatoo transcribes audio and video into text	This tool converts audio and video content into a text. Cockatoo are a US based organisation. They advise that any personal information captured within transcriptions are processed (transferred) using appropriate safeguards. Their privacy notice is here

Event participation:

Where we provide services for events, you must DBS certificates with the school or college to maintain both your safety and safeguard those attending.

Marketing

Social media - You may come across our services naturally on your favourite social media channels. We are active on Facebook and Instagram (META), and LinkedIn. We do not use paid advertising services through these channels, but you may contact us for a callback via the platform messaging facilities.

We engage in [electronic marketing](#) where you have either requested it or where you have:

- previously engaged with us about participating in, or undertaking training or coaching services, or
- purchased a Gift Voucher

and we believe we have a legitimate interest in sending you relevant information that may be of further interest to you. You may unsubscribe at any time using the link at the bottom of marketing emails from us, or simply email: michelle@mischemix.com and we'll action your request for you.

How long do we keep your information for?

Your training and coaching sessions

Where you successfully complete a training or coaching course with us, we will keep electronic information permanently and securely within our provider platforms. Where we have limited paper records, we will keep them for 12 months after you last engage with us.

Partial completion of training or coaching sessions

If you start, but do not complete booked training or coaching sessions with us, we will keep the information relevant to deliver those services for 12 months after you last engage with us. We will retain your email address for marketing purposes permanently unless you request us to delete it.

DBS Checks

Where we are required to provide DBS clearance to allow you to DJ at events where there may be young people or vulnerable adults, we will keep a permanent record that the check has been carried out, the date of the certificate issue and whether the check was satisfactory. We do not store a copy of the certificate itself.

Financial Records

Financial transaction records are created and maintained by our payment processor, Quickbooks (Intuit). Audit best practice requires a minimum retention period of seven years. Payment Gateway providers e.g. STRIPE will set retention periods within their own terms and conditions.

Recordings

Where training or coaching sessions are recorded using a third-party provider platform (e.g. Zoom, Teams or Google Meet), recordings will be held in line with the provider platform's standard retention periods.

All recordings are downloaded and stored on portable hard drives which we keep for 12 months after you finish engaging with us.

Your rights regarding your personal information

You have a number of rights under UK data protection law. These are listed below, along with our contact details, should you wish to make a request.

- **Informed:** You have the right to be informed about how we handle your personal data. This privacy statement is one of the ways we do this.
- **Access:** You have the right to ask for a copy of the personal data we hold about you and the purposes for which we are using it. 'Personal data' is any information which can directly, or indirectly, identify you.
- **Rectification:** You have the right to ask us to change any details that we hold which are incorrect, inaccurate or need updating.
- **Erasure (known as the 'right to be forgotten'):**
 - You have the right to ask us to delete your personal details under certain circumstances. We will assess any deletion request on a case-by-case basis.
 - If you receive email marketing from us, you can unsubscribe at any time, but this will retain details in Mailchimp to ensure that we no longer send you marketing that you no longer want to receive
 - in other circumstances there may be reasons why we need to keep information about you e.g. for financial audit or legal (safeguarding) purposes.
- **Object:** You have the absolute right to object to receiving direct marketing from us. You also have the right to raise an objection about how we are handling your personal information.
- **Restriction:** You have the right to ask us to restrict or suppress your personal information. This would mean we'd store it but not use it.

- **Portability:** You have the right to obtain and reuse your personal data for your own purposes across different services. Due to the nature of our organisation, we do not believe this right is likely to apply.

You also have the right to make a complaint if you believe we have not handled your information appropriately. We would prefer that you contact us in the first instance so we can discuss your concerns and put things right, but you also have the right to escalate your concerns at any time to the UK Regulator (The Information Commissioner's Office) by contacting them [here](#)

If you want to exercise any of these rights, please email: michelle@mischemix.com

Cookies

We use "cookies" to collect information about you and your activity across our site. A cookie is a small piece of data that our website stores on your computer, and accesses each time you visit, so we can understand how you use our site.

Please refer to our [Cookie Policy](#) for more information.

Our promise to you

We will only use your information for the purposes for which it was obtained. We will not, under any circumstances, share or sell your personal data with any third party for their own marketing purposes.

How we keep your data safe

We ensure there are appropriate technical and organisational controls in place to protect your personal details both within our organisation and with the suppliers we use to process your information during coaching participation.