

Privacy Policy

Emma Davis trading as Musical Bumps

Last updated	2 January 2026
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Definitions

Business	means Emma Davis trading as Musical Bumps, a sole trader
GDPR	means the General Data Protection Regulation.
Responsible Person	means Emma Davis
Register of Systems	means a register of all systems or contexts in which personal data is processed by the Business.

1. Data protection principles

The Business is committed to processing data in accordance with its responsibilities under the GDPR.

Article 5 of the GDPR requires that personal data shall be:

- a. processed lawfully, fairly and in a transparent manner in relation to individuals;
- b. collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes;
- c. adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;
- d. accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay;
- e. kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of individuals; and
- f. processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures."

2. General provisions

- a. This policy applies to all personal data processed by the Business.
- b. The Responsible Person shall take responsibility for the Business' ongoing compliance with this policy.
- c. This policy shall be reviewed at least annually.
- d. The Business shall register with the Information Commissioner's Office as an organisation that processes personal data.

3. Lawful, fair and transparent processing

- a. Individuals have the right to access their personal data and any such requests made to the Business shall be dealt with in a timely manner.

4. Lawful purposes

- a. All data processed by the Business must be done on one of the following lawful bases: consent, contract, legal obligation, vital interests, public task or legitimate interests (see ICO guidance for more information).
- b. Where consent is relied upon as a lawful basis for processing data, evidence of opt-in consent shall be kept with the personal data.
- c. Where communications are sent to individuals based on their consent, the option for the individual to revoke their consent should be clearly available and systems should be in place to ensure such revocation is reflected accurately in the Business' systems.

5. Data minimisation

- a. The Business shall ensure that personal data are adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed.

6. Accuracy

- a. The Business shall take reasonable steps to ensure personal data is accurate.
- b. Where necessary for the lawful basis on which data is processed, steps shall be put in place to ensure that personal data is kept up to date.

7. Archiving / removal

- a. To ensure that personal data is kept for no longer than necessary, the Business shall put in place an archiving policy for each area in which personal data is processed and review this process annually.
- b. The archiving policy shall consider what data should/must be retained, for how long, and why.

8. Security

- a. The Business shall ensure that personal data is stored securely using modern software that is kept-up-to-date.
- b. Access to personal data shall be limited to personnel who need access and appropriate security should be in place to avoid unauthorised sharing of information.
- c. When personal data is deleted this should be done safely such that the data is irrecoverable.
- d. Appropriate back-up and disaster recovery solutions shall be in place.

9. Breach

- a. In the event of a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data, the Business shall promptly assess the risk to people's rights and freedoms and if appropriate report this breach to the ICO (more information on the ICO website).



DATA PROTECTION POLICY

Privacy and Data Protection

We will always try to store your personal details securely. We'll use them to provide the service that you have requested, and communicate with you in the way(s) that you have agreed to. We will not sell your data. We will only allow your information to be used by us and, if necessary, our network of Musical Bumps Licensed Teachers, and we will only share it if required to do so by law.

Summary

Musical Bumps aims to respect your rights to privacy and keep the data you have shared with us secure. We aim to be clear when we collect your data and not do anything you wouldn't reasonably expect. Musical Bumps Medway is registered as a data controller with the Information Commissioner's Office under the name of Emma Davis trading as Musical Bumps.

By providing your information you consent to our collection and use of the information you provide in the way(s) set out in this policy. We reserve the right to amend this privacy statement in the future.

What is personal data?

Personal data is information which can be used to help identify an individual, such as name, address, phone number or email address.

The policy in brief

We collect information which is personal data (as outlined above);

We collect information about customers and potential customers as well as information about prospective Licensed Teachers.

We collect information to provide services or goods, or to provide information and for the prevention/detection of crime;

We only collect the information that we need or that would be useful to us;

We do our very best to keep personal information secure whether collected online or otherwise;

We never sell your data and we will never share it with another party for any purpose;

We only share data where we are required by law and with relevant local Musical Bumps Licensed Teachers.