

Privacy Policy – Every Bird Records CIC

Last updated: 16 July 2025

Every Bird Records CIC ("we", "us", "our") is committed to safeguarding your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your personal data when you use our website (<https://everybirdrecords.uk/>) and services, including participation in our online courses hosted via Systeme.io (<https://sofa2stage.com>). We process your data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and all relevant data protection legislation.

1. Information We Collect and Use

Profile Information Depending on your use of the website, we may collect personal information such as your full name, date of birth, gender, postcode, telephone number, and email address.

We collect this information for the following purposes:

- **Registration:** To create and manage your member account. We use your name and email to register you, and your date of birth and postcode to confirm eligibility.
- **Membership Administration:** To authenticate your login and present your account details. This information is also used for technical support, investigating suspected breaches, handling complaints, and compliance with legal obligations.
- **Communication:** We send essential service messages and, if permitted by you, marketing communications. You may manage your communication preferences via your account settings or by contacting us.
- **Research and Reporting:** From time to time, we may invite you to participate in surveys, this data is used anonymously for research and reporting to funders and stakeholders.

Member Content You may contribute content (e.g., posts in forums, course profiles, or other materials) when using our services. This content is used to:

- Present customised experiences to you and other users.
- Improve our services and generate anonymous statistical reports.

Other members will not see your profile information unless you choose to disclose it. Our facilitators can access course-related content but do not have access to your private profile or email.

Special Category Data You may voluntarily provide special category data (e.g., health or ethnicity). This is collected only with your explicit consent and used in anonymised or aggregated form for statistical analysis. You may opt out by contacting us at

info@everybirdrecords.uk or support@sofa2stage.com

Information About Others If you provide personal information on behalf of another person (e.g., through a referral organisation), you confirm that you have their permission to do so and that they have agreed to the processing of their data as described in this policy.

Automatically Collected Data Our web servers collect certain technical data about your use of the site, including IP address, browser type, and page visits. This helps us improve the website experience and monitor for misuse or breaches.

2. Legal Basis for Processing We process your personal information primarily on the basis of your consent, which you provide during registration and continued use of the site. In some cases, processing is necessary for legal compliance or our legitimate interests, such as safeguarding or fraud prevention.

When we process special category data, we rely on your explicit consent under Article 9(2)(a) and may also process it for statistical or research purposes under Article 9(2)(j) UK GDPR.

You can withdraw your consent at any time by contacting us at info@everybirdrecords.uk or support@sofa2stage.com

3. Disclosure of Your Information We do not share your personal data with third parties without your consent, except in the following cases:

- To third-party service providers who assist with technical support, hosting (e.g., Systeme.io), or data migration. These parties are bound by strict confidentiality and data protection agreements.
- Where required by law or legal process.
- To protect our rights or the safety of users or others.

Our data processor may include:

- **Systeme.io** – hosting and delivery of course content.
- **Other technical providers** – under GDPR-compliant agreements.

4. Marketing We will only send marketing communications if you explicitly opt in. You may unsubscribe at any time by using the link in the email or contacting us directly.

5. Data Retention We retain your data only as long as necessary for the purposes for which it was collected. This is typically:

- Up to three years after your last login or the closure of your account.
- Some anonymised data may be retained for research and reporting.

6. Your Rights You have the right to:

- Access your personal data
- Correct or update inaccurate data
- Request deletion of your data
- Restrict or object to processing
- Withdraw consent
- Lodge a complaint with the ICO (www.ico.org.uk)

To exercise your rights, please contact us at info@everybirdrecords.uk or support@sofa2stage.com

7. Cookies We use cookies to improve your experience on our website, including functionality and usage tracking. You can disable cookies through your browser settings, though this may

affect some site features. For more information on cookies we use, contact info@everybirdrecords.uk or support@sofa2stage.com

8. Data Storage Your data is stored on secure servers in the UK. Information submitted via forms may be temporarily processed by third-party tools (e.g., Systeme.io), with data transferred securely and stored under GDPR-compliant terms.

9. Third-Party Links Our website may contain links to external sites. We are not responsible for their content or privacy practices. Please review their policies before submitting personal data.

10. Changes to This Policy We may update this Privacy Policy from time to time. Any changes will be posted on our website and where appropriate, notified to you via email.

Contact Us If you have any questions about this Privacy Policy or how we process your data, please contact:

Every Bird Records CIC

Website: <https://everybirdrecords.uk/>

Email: info@everybirdrecords.uk or support@sofa2stage.com

Registered in England and Wales as a Community Interest Company

By continuing to use our website and services, you agree to the terms of this Privacy Policy.

