

Privacy Policy

Name: The Kusp Ltd

Address: 24 Holborn Viaduct,

International House, London, EC1A 2BN

E-mail: info@thekusp.co.uk

This Privacy Policy provides clarity on how The Kusp Ltd ('us', 'we') collects, uses and processes personal data. This Privacy Policy affects your legal rights and obligations, so if you do not agree to be bound by this Privacy Policy, please do not provide your personal data to us. This Privacy Policy may be updated in the future at our discretion to reflect any changes in applicable laws. If changes substantially affect your rights and obligations, we shall notify you, if we have your email address. We do encourage you to take responsibility for regularly reviewing this Privacy Policy, so you remain updated on any changes.

The Kusp Ltd is the controller of the personal data provided to us for the purposes of applicable data protection.

Personal data collected and how we use it

By personal data we mean identifiable information about you, this can include your name, email, address, postcode, phone number and work portfolios. We store no financial data from our Creatives, Employers or Clients although some payments are processed digitally, this is managed and stored by our payment service providers, Stripe and GoCardless. Identifiable information is currently collected through online registration forms or enquiry forms on our website, or other digital channels.

In other circumstances, you may provide us with personal data directly or through social media platforms. This may occur under some of the following circumstances:

- to engage with a service provided by us
- through contacting us regarding a query, comment or complaint

All such personal data will be processed in accordance with this Privacy Policy. All personal data provided must be true, complete and accurate. Any suspicion or identification of identity fraud, we are obligated to report this to the appropriate authorities.

All personal data is primarily used for the purposes of the services which we deliver for Creatives, Employers and Clients. So we use this data to inform, connect and raise awareness amongst our audiences to the opportunities that are provided within the industries we operate in. Members of The Kusp Ltd may also have restricted access to

data of Creatives – not Employers or Clients – for the purpose of building working relationships, and sharing industry-related opportunities.

When you contact us by email or post, we may keep a record of the correspondence for future reference.

You may also receive marketing emails from us, which you can opt out of at any time, if you no longer wish to receive marketing emails from us by contacting us – info@thekusp.co.uk – or clicking ‘unsubscribe’ at the bottom of the marketing email. Please be aware that it may take a few days for us to update these changes on our system.

Lawful use of personal data

Most of the personal information we process is provided to us directly by you, or with your permission. We also receive personal information indirectly, from the following sources in the following scenarios:

- Eventbrite – if you register for an experience delivered by us, you automatically opt in to sharing your personal email and full name with us.

We may reach out to you in order to update your details on our file. Alternatively, you can opt out at any time.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

- A. Your consent. You are able to remove your consent at any time. You can do this by contacting info@thekusp.co.uk
- B. We have a contractual or legal obligation.
- C. We have a vital interest.
- D. We need it to perform a public task.
- E. We have a legitimate interest.

How we store your personal information

Your information is securely stored. We shall process your personal data 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. As a subscriber or member of The Kusp Ltd, your data may also be securely stored with our third party email marketing provider, Mailchimp. However, it must be considered that due to the nature of electronic storage, we cannot guarantee that your personal data, or

any other data that you provide to us, will always remain secure. If there is a breach of our security, we will do all we can to rectify the issue and minimise the loss of any data.

We keep identifiable information for as long as you use services provided by us. We require your data to be updated on our system after 18-24 months, by then we will reach out to you via email or phone to clarify.

Data protection rights

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information.
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.
- 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, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you. Please contact us at info@thekusp.co.uk if you wish to make a request. You can also contact the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>