

PiPA Privacy Notice

Date Policy Last Updated: October 2025

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

If you have any queries about this policy, please contact our Data Protection Officer at admin@pipacampaign.com.

Purpose of this policy

We are committed to protecting your personal information and being transparent about what information we hold about you.

Using personal information allows us to develop a better understanding of our customers and in turn to provide you with relevant and timely information about the work that we do. As a not-for-profit organisation, it also helps us to engage with potential supporters and donors.

The purpose of this privacy notice is to give you a clear explanation about how we collect and use the information we gathered from you directly, and from third parties.

We use your information in accordance with all applicable laws concerning the protection of personal information, and this policy explains:

- **What** information we may collect
- **How** we may use that information
- **Why** we collect that information
- In what situations we may disclose your details to **third parties**
- Our use of **cookies** to improve your use of our website
- Detail about how we keep your personal information secure, how long we retain it, and your rights to be able to access it

WHO WE ARE

Parents & Carers in Performing Arts (PiPA) is a Charitable Incorporated Organisation ([CIO](#)) and is funded by Arts Council England (ACE) as well as various trusts, foundations, performing arts organisations, and individual donors / supporters. We are registered as a Charity with the Charity Commission, number 1190045.

WHAT INFORMATION WE COLLECT – AND HOW WE USE IT

We collect various types of information, for different reasons, and in a number of ways. Sometimes we collect **special category** or **sensitive personal data**, this type of information is only collected when there is a clear reason for doing so.

How we use your information

We use the information we collect about you:

To support our **product / service / our research**

- improve our products, services, and information in the future
- inform you about relevant events, services, or activities we believe will be of interest, as well as opportunities to support our work as an arts charity

For **Marketing** purposes

- we may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you
- to ensure we know how you prefer to be contacted

For **operational** reasons – to run our organisation compliantly

- keep a record of the relationship we have with you
- ensure that the information we already hold is accurate and up to date
- to ensure compliance with policies, procedures and laws
- to assist us with reporting and analysis for our own needs or the needs of any funding partners

To support **fundraising**

- administer any donations you may make, including processing Gift Aid
- send you occasional updates on our charitable work and, at times, invite you to support some of our projects
- wealth screening and research to help us understand our potential donors including gathering information from publicly available resources to give an insight into your philanthropic interest and ability to support PiPA

What information we collect

PiPA Programmes – our product / service

To provide our product / services, the PiPA programmes, we collect or use the following information:

- Names and contact details
- Addresses – business address only
- Account history
- Payment details (including card or bank information for transfers and direct debits)

- Health information (including dietary requirements, allergies, and health conditions)
- Health and safety information
- Account information, including registration details – for our members platform
- Website / members platform user information (including user journeys and cookie tracking)
- Photographs or video recordings
- Call (video) recordings – from meetings and online events
- Records of meetings and decisions (in written form)
- Information relating to compliments or complaints
- Information used for security purposes
- Personal and identifiable information, for example, around personal circumstances:
 - *EXAMPLE – PERSON A from XXX Partner Organisation is returning from maternity leave / cares for their spouse or disabled child etc.*
 - This information is never shared but is gathered for internal analysis and to tailor our product / service to users

We also collect or use the following special category data:

- Racial or ethnic origin
- Political opinions
- Religious or philosophical beliefs
- Trade union membership
- Health information (including dietary requirements, allergies, and health conditions)
- Sexual orientation information

Marketing

To provide our Marketing and Communications service, we collect or use the following information:

- Names and contact details
- Marketing preferences
- Location data
- Purchase or viewing history
- Website and app user journey information
 - For example, when you visit our website, we collect information about how you interact with our content and links.

- When we send you an email, we store a record of this, and keep a record of which ones you have opened, and which links you have clicked on.
- Information relating to sponsorship
- Records of consent, where appropriate

We aim to communicate with you about the work that we do in ways that you find relevant, timely, and respectful. To do this we use data that we have stored about you, such as what your partnership agreement is with us, as well as any preferences you may have told us about.

Research

When carrying out research, for example as part of our Balancing Act surveys, we collect or use the following information:

- Names and contact details
- Location data
- IP addresses
- Website and app user journey information
- Personal information used for administration of research
- Personal information used for the purpose of research
- Records of consent, where appropriate

We also collect or use the following special category data to help inform our research findings:

- Racial or ethnic origin
- Religious or philosophical beliefs
- Health information
- Sexual orientation information

Running our organisation – the operational side

As part of the day to day running of our organisation we have to collect certain data.

To comply with **legal** requirements, we gather:

- Identification documents
- Health and safety information

For **recruitment** purposes we gather:

- Contact details (e.g. name, address, telephone number or personal email address)
- Employment history (e.g. job application, employment references or secondary employment)
 - *This is only gathered if provided by the applicant on their CV / supporting statement*
- Education history (e.g. qualifications)
 - *This is only gathered if provided by the applicant on their CV / supporting statement*

For **employment** purposes, in addition to the information listed above which is gathered during a recruitment cycle, we also gather:

- Date of birth
- National Insurance number
- Copies of passports or other photo ID
- Right to work information
- Details of any criminal convictions (e.g. Disclosure Barring Service (DBS), Access NI or Disclosure Scotland checks)
 - *Only when applicable and necessary for a role*

We also gather **monitoring data** on those who are part of our recruitment cycles and from our workforce, including:

- Racial or ethnic origin
- Religious or philosophical beliefs
- Health information
- Sexual orientation information

LEGAL BASIS – WHY WE COLLECT IT

Under GDPR there are 6 Lawful Bases for Processing Data set out in Article 6 of the UK GDPR.

At PiPA we process your data under these four bases:

1. [Consent](#)
2. [Contract](#)
3. [Legal](#)
4. [Legitimate Interest](#)

With your explicit **CONSENT** we process your data:

- To support our **product / service / our research**
- For **Marketing** purposes
- For **Legal** purposes
- When **recruiting / for employment** reasons

Under the **CONTRACT** basis we process your data:

- To support our **product / service / our research**
- For **Legal** purposes
- When **recruiting / for employment** reasons

Under the **LEGAL** basis we process your data:

- For **Marketing** purposes
- For **Legal** purposes
- When **recruiting / for employment** reasons

For our **LEGITIMATE INTEREST** we process your data:

- To support our **product / service**
 - Collecting account history data allows us to understand what part of the PiPA Programme you have taken part in so we can tailor our service to you, for example, so that we know which toolkit resources to share with you, as a PiPA Partner. It also allows us to track people who have had previous engagement with our product but via a different Partner organisation / employer
 - We gather health information (e.g. dietary requirements, allergies, access needs) to support the service we provide at in-person events.
Please note: this data is not retained post event
 - Occasionally, we are made party to risk assessments / health and safety data in order to support a Partner organisation, for example, we may see risk assessments in place to support a pregnant person at work during their pregnancy, or a new mother / birth parent in their return to work; we may see information to support in the writing of a 'children in the workplace' policy; and we may see contracts and personal information to help shape job descriptions for job share roles. We only ever receive this information directly from our customers (Partners) when it is voluntarily shared with us, it is never actively collected
 - We gather records of meetings and outcomes to enhance our customer relationship experience, for example, to save our customers having to share the same, sometimes sensitive, information

repeatedly to different members of staff. This data is stored on our CRM system

- We gather website user information to monitor customer engagement, for example, we track when our customers (Partners) last accessed their accounts in the members area of our website
- For **Marketing** purposes
 - We collect website journey information, for example, which areas of our website are most frequently accessed or which resources are most often downloaded, to allow us to assess what content our customers are most engaged with. This supports us to tailor our resources and events to suit our customers
- To support our **research**
 - Our research findings impact the support services (and organisations) available to the industry, influence government lobbying carried out on behalf of the industry, and allow us to speak on behalf of those whose voices are not heard

Where we get personal information from

The information we gather comes from:

- People directly
- Councils and other public sector organisations
- Publicly available sources
- Third parties, for example:
 - Sector organisations – the Arts Councils, Creative Scotland, other IPSOs
 - Research institutions
 - Partner organisations (employers) may share information about their employees with us so that we can tailor the service we provide

RETENTION - How long we keep information

We retain data / information collected as per the below retention schedule:

Category	Length of time data held
HR	
Applicants for jobs who are not shortlisted for interview:	6 months post submission deadline

Applicants shortlisted for interview who are not successful:	12 months post submission deadline
Referee contact details	12 months post new employee start date
Ex-employees' files:	10 years post employment
Summary of record of service of ex-employees:	30 years post employment
PiPA Partners	
Active prospective clients / leads (held on CRM system)	Ongoing
Information on prospective clients / leads that have not yet become Partners (held on CRM system)	3 years post last point of contact
Information on PiPA Partners who have paused their membership	The period of time that their membership is paused
Information on former PiPA Partners (those who have discontinued their membership) <i>*please note former Partners will then be treated as 'Active prospective clients / leads'</i>	2 years post date membership discontinued
Former PiPA Partner MOUs	2 years post date membership discontinued
Inactive profile on PiPAConnect (members platform)	1 year Post contact with profile owner
Individual member profiles on PiPAConnect (members platform) closed by the profile 'owner'	N/A Once profile closed, data is immediately deleted
Event Info	

Event guestlists	5 years post event date
Event registers on CRM System, members platform, and email & marketing automation platform	5 years post event date

SECURITY OF YOUR PERSONAL INFORMATION

We put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible. We ensure that any third parties we use for processing your personal information do the same.

THIRD PARTIES – who do we share information with

There are certain circumstances under which we may disclose your personal information to third parties. These are as follows:

- To our own service providers (our **Data Processors**) who process data on our behalf and on our instructions
- Where we are under a duty to disclose your personal information in order to **comply with any legal obligation** (for example to government bodies and law enforcement agencies)
- To other organisations:
 - Insurance companies
 - Professional or legal advisors
 - External auditors or inspectors
 - Professional consultants
 - Publicly on our website, social media or other marketing and information media (where appropriate)
 - Other relevant third parties, for example, funding bodies

PiPA's Data Processors

PiPA uses the following Data Processors:

Hiper Limited

Manage our IT systems.

Nyman Libson Paul LLP.

Provides an external accountancy function and independent examination to our organisation, they process our payroll information, carry out our bookkeeping, monitor supplier payment runs, ensure all statutory financial reporting requirements are met (e.g., Charities Commission, HMRC, Companies House), and carry out financial reporting

Insightly

Provide our old CRM system, this system will become inactive from August 2026.

PiPA Connect (provided by Very Connect)

Provide our new CRM system and members platform.

KAT Marketing

Marketing agency who manage the infrastructure our website.

Microsoft (Office 365)

Provide our service platform.

Charity Commission

Process our workforce and Trustee personal data in their capacity as the independent regulator of Charities for England and Wales.

Mailchimp

Our external email and marketing automations platform.

SHARING INFORMATION OUTSIDE THE UK

Where necessary, we may transfer personal information outside of the UK. When doing so, we comply with the UK GDPR, making sure appropriate safeguards are in place, for example Transfer Risk Assessments.

COOKIES

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function (for example to keep track of your basket) as well to provide website operators with information on how the site is being used.

We use cookies to help you navigate our website efficiently and perform certain functions. You will find detailed information about all cookies under each consent category below.

- The cookies that are categorised as "Necessary" are stored on your browser as they are essential for enabling the basic functionalities of the site.

- We also use third-party cookies that help us analyse how you use this website, store your preferences, and provide the content and advertisements that are relevant to you. These cookies will only be stored in your browser with your prior consent.

You can choose to enable or disable some or all of these cookies but disabling some of them may affect your browsing experience on our website.

YOUR 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 data.

Your right to rectification – you have the right to ask us to rectify personal data 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 data in certain circumstances.

Your right to restriction of processing – you have the right to ask us to restrict the processing of your personal data in certain circumstances.

Your right to object to processing – you have the right to object to the processing of your personal data in certain circumstances.

Your right to data portability – you have the right to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.

Your right to withdraw consent – when we use consent as our lawful basis, you have the right to withdraw your consent.

You don't usually need to pay a fee to exercise your rights. If you make a request, we have one calendar month to respond to you.

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

CONTACT DETAILS AND FURTHER INFORMATION

If you have any queries about this policy, please contact our Data Protection Officer at admin@pipacampaign.com.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

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

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>