


# Grow your fanbase with Backstage Links

## Legal Framework

July 2021

believe.

 **Almost done!**

Submit your info to get notified on release:

Email

Send me future news and offers of Random from Believe. I am over 16 y.o.

[Submit](#)

[Read more](#) about personal data

[Skip](#)

.....

[Cookies](#) • [Privacy](#)

**Backstage Links** allows you, by means of smartlinks and a personalized form, to collect contact data (email addresses and phone numbers) to communicate with your fans and inform them of your news.

These are **Personal Data**, and as such their use is strictly regulated.

# Why is it important ?

- In general Personal Data protection regulations **apply** :
  - ✓ To the processing of emails or phone numbers, which are **personal data**,
  - ✓ When data is **collected, stored**, or **used** for sending **newsletters**.
- These regulations impose responsibilities on the people who collect and use data for their own benefit (qualified as **Data Processor** in European Union Law), under penalty of important sanctions (and potential bad buzz).



While **Backstage Links** is designed to make sure that your data collection is compliant with Privacy Laws, **you are still responsible for your fan data** and how you use it.

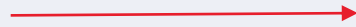
Believe offers simple tips and information on how to manage this database safely.

If you have specific questions about personal data, it is important to reach out to your legal counsel.

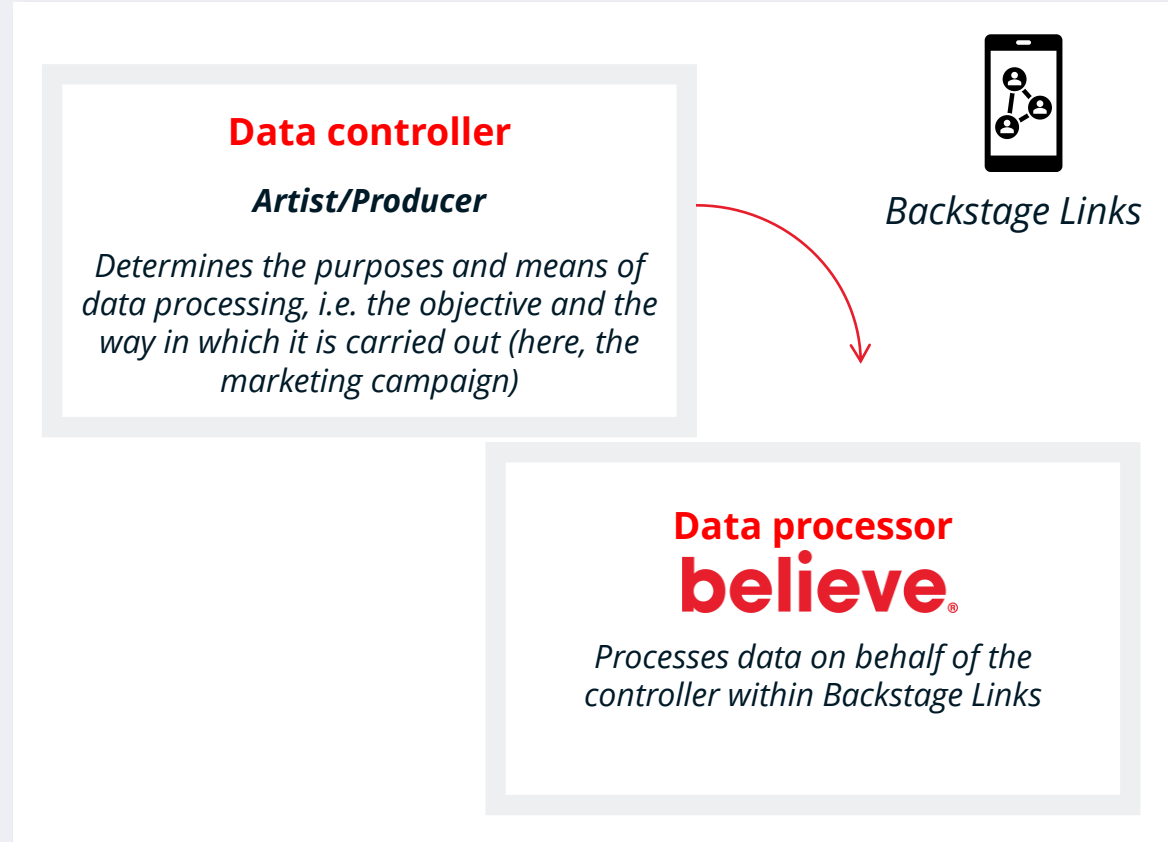
# Who is involved with data processing?



Enter his/her email address  
and/or phone number



Consents to be contacted



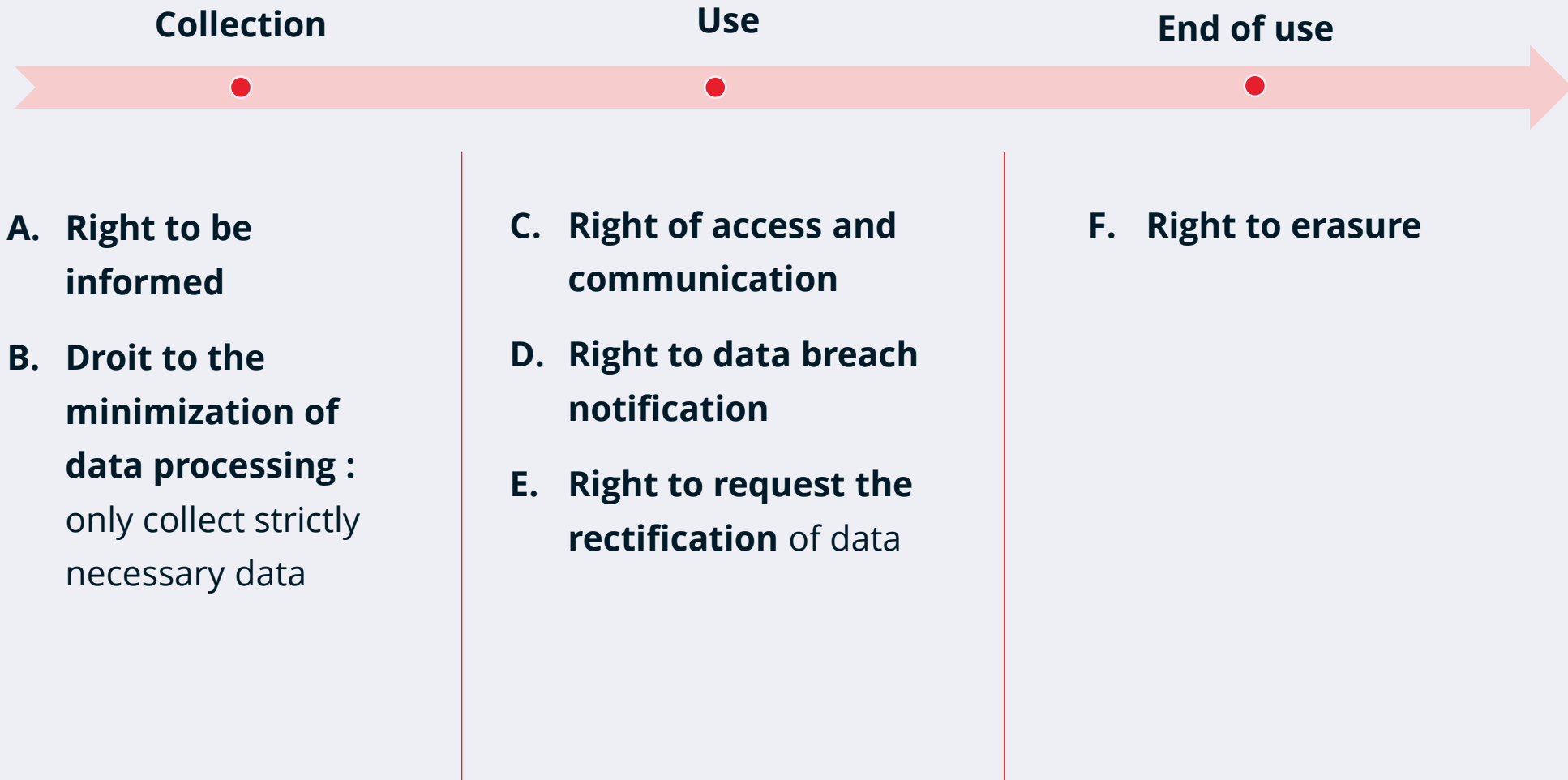
**You are Data Controller**

# Your responsibilities



1. **Securing the data:** We take care of Backstage Links' security. But when you export data outside the tool, you need to make sure it is stored securely (on a secure tool, password protected, etc.).
2. **Keep data confidential:** Do not share data with other people (e.g. another artist as part of a collaboration, etc.), if the fan has not agreed to it at the time of collection.
3. **Use data only for the purpose for which it was collected:** if fans gave you their contact data to receive newsletters, you may not use it for any other purpose.
4. **Delete the data maximum 3 years after the last proof of interest from the fan** (ex: he opened and clicked in one of the newsletters sent).
5. **Allow fans to exercise their rights under privacy regulations** (see page 7).

# Rights of the fan subscribing to your communications



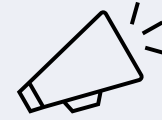
# Right to be informed

## Why ?

To allow the fan to know how his/her data is handled and to ensure his/her trust.

## How ?

- **(Required) Provide a clear information notice containing :**
  - **1. The identity of the Controller:** the Producer of the recordings, with its official name, address, and registration number. This is normally the same information as on your Distribution Agreement with Believe.
  - **2. The purpose of the collection:** sending newsletters, etc. (Pre-filled by Backstage Links).
  - **3. The recipients:** all the people who will be able to consult the information (your emailing service providers such as Mailchimp, SendInBlue, the tool on which you will store the data, etc.).
  - A reminder of the person's privacy rights (pre-filled by Backstage Links).
- **(Optional)** Provide access to your privacy policy, if you have one that governs all your processing.



The first time you use **Backstage Links**, you will be provided with a pre-filled information notice.

➔ **All you have to do is fill it with your own information.**



## • Privacy notice

Your personal information is collected and stored by (« We »/ « Us ») XXXX

To send you from time to time our newsletter about the artist by email or text message.

This collect can only be done with your consent.

We only collect contact information (email and/or phone number).

It is shared only with:

- Our marketing services
- Our service providers: Believe, [list of service providers]

We keep your email and/or phone number for 3 years following your last demonstration of interest for our newsletter.

Your rights:

If you no longer wish to receive our newsletter, you can unsubscribe at any time following the instruction on the newsletter.

You can access your personal information, rectify it, ask for its deletion, withdraw your consent to its processing or ask Us to send you a copy of it. You also have the right to restriction of processing.

If you wish to exercise this rights or if you have any question on how We process your personal information, please contact Us at [email address privacy rights].

If you are not satisfied with our response, you can contact your local data privacy authority.

For more information regarding personal information processing : [Privacy Policy or email address privacy rights].

## Legal settings

*It's required by law to inform your fans about who will collect their data. Make sure to include your legal name, postal address, and registration number below, in your own language. You can change this later.*

Legal identity

E.g. Believe SAS, registered under...

Contact email

Contact email for fan privacy rights

*What services do you use to manage fans data and marketing campaigns? E.g. Mailchimp, Spreadsheet, etc.*

Marketing services

(Optional) List your marketing services...

Privacy policy URL

(Optional) Privacy Policy URL

I accept Backstage [Terms & Conditions](#)

Get started

**All you have to do :**

**Fill in the information when you create your account, and keep it updated through their changes.**

# Right of access and to erasure

At any time, a fan can ask you if you have any data about her/him. If so, she/he can ask you for a copy of it or its deletion.

## What should you do in practice?

**Provide an email address or set up a form** for the fan to contact you.

This address must be consulted very regularly in order to process requests quickly.

**Right of access : Respond quickly to the fan's request, providing a copy of the data in a readable and simple format.**

**Right to erasure:**

- 1) Permanently delete all traces of the data\* within one month at the latest**, on all your media (Backstage Links, excel file, emailing tool, etc.). Do not keep any copy.
- 2) Ensure that all your **recipients/third party providers** also delete the relevant data.
- 3) Confirm to the fan the deletion of data**



\* Involve a computer expert if necessary.

# In case of data breach

## When ?

**If the data suffers a breach** : loss of confidentiality of the data, modification of the data, transmission to an unauthorized person, etc. whether accidental or through hacking.

## What to do in practice ?

**Document and retain all information** on the nature of the breach, the people involved, the likely consequences, the actions taken...

## How and who to inform ?

If the breach poses **a risk to the privacy of fans** (that Fan Data will be used by someone else, made available on the Internet, etc.) : notify [your supervisory authority](#).

If this risk is **high**, you must also inform the people concerned by the breach (here the fans).

 As a precaution, contact your legal counsel.

# When reaching out to your fans

## Email / text messages campaigns

**Whatever tool you use to send your email or sms communications, it is essential to systematically propose an unsubscribe link. This link can be discreet, it is usually placed at the end of the message but it must always work and allow your opt-in contacts to unsubscribe at any time.**

Since it is necessary to purge your contacts if they have been inactive for more than three years, you can try to send messages to your "sleeping fans" and convince them to re-engage.

## Other useful documents :

[Backstage Links](#) Special Conditions

Backstage Links is a service provided by Believe.

However, Believe cannot be considered as providing you with any legal advice. It is your responsibility to ensure that your operations comply with applicable regulations, if **necessary by consulting your legal counsel.**