



KyG Privacy Policy

KyG collects and uses personal data with the consent of those who have signed up for our mailing lists orally, in writing or online. We do this with the greatest care and confidentiality, with complete respect for your privacy. Below we explain how we do this, in accordance with the guidelines of the Dutch Data Protection Authority (Dutch DPA) and the European General Data Protection Regulation (GDPR)¹.

1. What is KyG

The General Partnership **KyG Productions** is the production company of two partners. It exists informally since 2000 and has been registered at the Dutch Chamber of Commerce since 2011.

- **KyG** stands for Karen and Gustavo in Spanish.
- **It's all KyG** is our registered trademark.

The partners:

Karen Russel (*artist name Karen D. Russel de Corrales*)

Managing Director: logistics, administration, content, creative design, translation, marketing, video producer and editor, webmaster. Writer, composer, pianist, singer, visual artist.

Gustavo Corrales Romero

Artistic Director: co-management, content, creative design, translation, video producer. Concert pianist, writer, composer, musical arranger, visual artist, photographer.

We post text, imagery, music and videos on our websites and social media, and regularly send several communications by email, primarily in relation to (creations of) the two partners, in line with our dual mission:

- Spreading more awareness about Latin American music, classical and contemporary.
- Providing diversion and inspiration live and online through our concert formulas, CDs, books and visual art based merchandise in the broadest sense.

2. Types of personal data that we collect and process

Permanent/Until further notice in relation to the KyG Mailing list

- a. Email address.
- b. First and Last Name. To be able to identify followers – many of whom we know personally – in case of divergent email addresses.
- c. Country. KyG has an international follower base and also expects to be active internationally. We see this as a minimum piece of information in case of a more targeted future approach.

For handling orders only – to be deleted as soon as the order has been rounded off.

- d. Address.
- e. Phone number (optional).
- f. Order information.

3. KyG communications through the KyG Mailing list

In relation to the two partners and the company. Main language: English. KyG attempts to translate where possible.

- Concert announcements.
- (If available) Related discount offers.
- Less frequent concert agenda overviews.
- Newsletters in English, with translations of the main articles in Spanish and Dutch whenever possible. Intended frequency: Quarterly. Currently irregular.
- Sporadic short KyG news updates, including 'Quick Hello' and sheet music availability.
- Assorted 'KyG recommends' messages (very rare).

¹ The General Data Protection Regulation (GDPR) (EU) 2016/679 is a regulation in EU law on data protection and privacy for all individuals within the European Union and the European Economic Area. It also addresses the export of personal data outside the EU and EEA.



4. Security, storage, third parties

- To send our communications and digitally collect personal data, KyG uses the services of the international email marketing provider Mailchimp.
- We have a data processing agreement with Mailchimp and are convinced that this company also treats your data with the utmost care in line with the mentioned guidelines and law.
- Your data are processed and stored by Mailchimp online as long as you choose to remain on our mailing list, until you choose to unsubscribe.
- Internally only one partner (Karen) currently has access to your data.
- KyG does NOT share your data with third parties.

Exceptions

- If there would be an urgent *legal* reason to submit your data to authorities.
- In case of another urgent reason, and ONLY with your consent.
- The joint sign-up sheets used during collaboration concerts. These are shared with the relevant musician(s) based on a shared declaration that the musician(s) ONLY approach you with communications about their activities if you have explicitly indicated this on the sign-up sheet.

5. Your rights: Consult, adapt, unsubscribe

You can contact KyG at any time to ask how you are listed with us, to adapt your data, change your mailing list preference or to unsubscribe. In the latter case your data will be permanently erased.

6. Cookies + Google Analytics

KyG does not use either at this moment. When we will (as we expect) in the future, we will adapt this privacy policy to reflect this.

7. Links

Our websites and our communications contain several links leading to other websites. KyG rejects any responsibility for the privacy policies of other websites.

8. Adaptation of privacy policy

KyG can change this privacy policy at any time in accordance with changes at KyG.

Questions

Please feel free to contact us if you have questions:

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