

khembés

RETURN TO YOUR ROOTS

How we use your personal data

Data is processed by Khembés who are responsible for Return to Your Roots as part of Kemcan Ltd. We can be contacted at: www.returntoyourroots.com

Purpose and legal basis for processing

Our purpose for collecting this information is so we can facilitate events and provide you with an acceptable service. We also process personal data for marketing purposes. We will also use photo and video images on our website and other social media platforms, to promote our business. The images that we take will be used to promote Return to Your Roots and other events or festivals organised by Khembés.

The lawful basis we rely on to process personal data of attendees, exhibitors and staff is Article 6(1)(f) Legitimate Interests which enables us to process personal data in ways that are necessary for our legitimate business interests and you would reasonably expect. Where we conduct direct marketing, we do this to inform you about services or events we believe might be of interest to you, based on your prior interactions with us. In this case you will always be provided with details of how to "Opt Out" of these marketing communications.

What we use

We need your name to attend our events and your contact details for marketing details of similar products and services. During our events we also collect photographs, video images and audio. If we use a separate events application or platform for ticket bookings, such as Eventbrite, your payment information may be processed by another 3rd party details of which can be found on the relevant privacy notice for the ticket provider. We will also record the type of event attended so that we can ensure that any marketing information relates to similar events or services.

Why we need it

We use this information to facilitate the event and provide you with an acceptable service or respond to your queries concerning the event. We also use the audio and images to promote our business.

What we do with it

We maintain names, contact details and type of event for all attendees so that we can provide you with details of future similar events. We use images and audio to promote our business. We don't publish or share attendee lists of our events.

How long we keep it

We will retain this personal data for as long as Khembés is trading and providing these types of products and services and for a maximum of 5 years. During this time, we would seek to update details on an annual basis and ask all attendees to inform us of any changes to their personal details.

What are your rights?

You are entitled to exercise a number of rights in relation to the use of your personal data. For more information on your rights, please see ['Your rights as an individual'](#).

Do we use any data processors?

Yes – we use data processors to help facilitate the events who process information in line with our instructions.

Payment for this event is administrated by Eventbrite and Shoobs and communications are administered via Mailchimp – Please see their respective privacy policies: [Eventbrite](#), [Shoobs](#) and [Mailchimp](#).