

Khembés

How we use your personal data

Data is processed by Khembe's 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 to facilitate the delivery of our events and provide you with a great service as you engage with us. We also process personal data for marketing purposes. We will also use selected photo and video images on our website and other social media platforms, to promote Return to Your Roots and other events or festivals organised by Khembe's.

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 similar 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. We are also satisfied that pursuing our legitimate business interests in this way is not overly privacy intrusive to attendees or participants.

What we use

We need a record of your name to register your attendance at our events and your contact details for updates and marketing details of similar products and services. We will also record the type of event attended so that we can ensure that any marketing information relates to similar events or 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 or Shoobs, 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.

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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 video and photographic images to promote our business activities via our website and social media platforms (Instagram, Facebook etc)

What we do with it

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

How long we keep it

We will retain this personal data for as long as Khembe's 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. This means that personal data may be shared with marketing and photography partners. Details of these partners can be provided on request.

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](#).