

## **BRIEF OVERVIEW:**

**What?** The UK Live Music Census is the first ever national music census in the world to map live music activity across a whole country.

**Who?** It is being run by researchers at the Universities of Edinburgh, Glasgow and Newcastle.

**Why?** Your data will help to understand the value of live music and help to protect it.

**How long will it take?** This survey should take no longer than 5 minutes.

**What happens to my data?** Your data is protected under the Data Protection Act 1998 (the “Act”), and will only be shared with other parties as set out in this privacy policy/participation information document.

## **PARTICIPANT INFORMATION – IN DEPTH**

**What is the UK Live Music Census?** Live music is popular across the UK, and has become increasingly important to musicians and to the music industries. And yet recent years have been difficult for some of the venues in which live music takes place. Still not enough is known about the challenges facing venues across the UK, or how they tie into why different groups of people – audiences, musicians, promoters, venues – value live music.

The UK Live Music Census will be the first ever national music census in the world to map live music activity across a whole country. A snapshot census will take place from noon on Thursday 9 March to noon on Friday 10 March 2017. A nationwide online survey will be open from 9 March to 31 May 2017.

**Who is behind the UK Live Music Census?** The UK Live Music Census (“we”) is a new project between the Universities of Edinburgh, Glasgow and Newcastle, run by members of the Live Music Exchange, and funded by the Arts and Humanities Research Council, in partnership with the Musicians’ Union, Music Venue Trust, and UK Music. For more information about the project, please see our website - <http://uklivemusiccensus.org/> Personal data submitted by you to the UK Live Music Census will be held by the University of Edinburgh (who will be the data controller of your personal information for the purpose of the Data Protection Act 1998 (the “Act”)), and will only be shared with other parties as set out in this privacy policy.

**What personal information do we collect from you?** We ask for – although you do not have to provide – your email address, age, location (postcode), gender, legal partnership status, number of children in your household, employment status, ethnic group, income of highest earner (within bands of Up to £5,199; £5,200 and up to £10,399; £10,400 and up to £15,599; £15,600 and up to £20,799; £20,800 and up to £25,999; £26,000 and up to £31,199; £31,200 and up to £36,399; £36,400 and up to £51,999; £52,000 and above), and health status. By giving us this information you are giving us permission to contact you via email about the UK Live Music Census.

**How will we use the personal information about you?** We are collecting your personal information for research purposes for the UK Live Music Census. The findings will be written up into research papers and a public-facing report to be published in 2018, but you will not be personally identifiable from any data published in this report.

**Who might we share personal information with?** The UK Live Music Census is a Live Music Exchange research project. It is led by academics from the University of Edinburgh’s Reid School of Music – part of Edinburgh College of Art – in collaboration with Newcastle University’s International

Centre for Music Studies and the University of Glasgow's School of Culture and Creative Arts. The project is funded by the Arts and Humanities Research Council. Your personal information will be collected by the University of Edinburgh.

The data you provide may be shared with the following organisations in relation to the UK Live Music Census and separate, but similar, research projects: the UK Live Music Census' project co-investigators: University of Glasgow, Newcastle University, and the UK Live Music Census' Academic affiliates: Leeds Beckett University, BIMM (British and Irish Modern Music Institute), University of Liverpool, Liverpool Institute of Performing Arts, and Southampton Solent University.

The data may also be shared with the following organisations for the purposes of further analysis and, in some cases, in relation to separate, but similar, research projects. UK Live Music Census project partners: Musicians' Union, Music Venue Trust, UK Music. UK Live Music Census project consultants: Julie's Bicycle, Attitude Is Everything, Making Music, Help Musicians' UK, PRS for Music Foundation, PRS for Music, Arts Council England, Creative Scotland, Arts Council NI, Arts Council Wales.

None of these parties will use your data to send any marketing communications to you.

**How long will we keep personal information for?** The UK Live Music Census project reaches its end in February 2018. Afterwards the datasets (which will include the personal data you provide us, with your e-mail contact details removed to anonymise the data as far as possible) will be stored on the University of Edinburgh DataShare repository for online educational use by UK Higher Education Institutions (HEIs) via institutional access; researchers at HEIs external to the Participating Institutions may be given access to the data to facilitate related research following an application procedure.

**Where will personal information be stored?** We are using SmartSurvey, our data processor, to collect your personal data via this form. We will also store your personal data with SmartSurvey, on UK-based servers. SmartSurvey's terms of use (including how your personal data is protected by SmartSurvey) can be viewed at <https://www.smartsurvey.co.uk/terms-of-use>

During the research project itself, all project-related data and documents will be stored on a University of Edinburgh Microsoft OneDrive folder, password protected and accessed by the project team only.

At the end of the project, your personal data (with your e-mail contact details removed to anonymise the data as far as possible) will be stored on the University of Edinburgh DataShare repository; service policies for the DataShare repository can be viewed here - <http://www.ed.ac.uk/information-services/research-support/data-library/data-repository/service-policies>

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to this site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

**External sites** Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

**Access to Information** The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

**Changes to Our Privacy Policy** Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

**Contact** Questions, comments and requests regarding this privacy policy or for any other aspect of the UK Live Music Census project are welcomed and should be addressed to [uklivemusiccensus@gmail.com](mailto:uklivemusiccensus@gmail.com)