



## Privacy Policy

### **INTERNATIONAL MUSIC ARTISTS RIGHTS ALLIANCE LTD**

Trading as **IMARA**

Company number: **16496140**

Registered address: **122 Whinbush Road, Hitchin, Hertfordshire, United Kingdom, SG5 1PN**

**Last updated: 8 January 2026**

### **1. Purpose of this Privacy Policy and who we are**

#### **Purpose**

This privacy notice explains how INTERNATIONAL MUSIC ARTISTS RIGHTS ALLIANCE LTD (“IMARA”, “we”, “us”, “our”) collects, uses and protects personal data when you:

- visit our website **[www.imara.global](http://www.imara.global)**
- contact us via forms, email or phone
- subscribe to IMARA communications
- engage with us in relation to performers’ rights, advocacy or industry initiatives
- otherwise communicate or deal with us.

Please read this notice carefully to understand what data we collect and how we use it.

Our website may contain links to third-party websites. We are not responsible for their privacy practices and recommend reviewing their policies separately.

We may amend this policy at any time by updating this page.

### **2. Controller**

The controller responsible for your personal data is:

### **INTERNATIONAL MUSIC ARTISTS RIGHTS ALLIANCE LTD**

Trading as **IMARA**

Registered address:

122 Whinbush Road, Hitchin, Hertfordshire, United Kingdom, SG5 1PN

Privacy enquiries email: [info@imara.global](mailto:info@imara.global)

The designated data protection contact registered with the Information Commissioner's Office (ICO), who is responsible for overseeing data protection compliance and policy updates: **Dominic McGonigal**.

### **Your right to complain**

You may raise concerns with:

**Information Commissioner's Office (ICO)** – [www.ico.org.uk](http://www.ico.org.uk)

We would appreciate the opportunity to resolve concerns first, so please contact us before approaching the ICO.

### **3. What personal data we collect**

“Personal data” means any information relating to an identifiable individual.

IMARA may collect, use, store and transfer the following types of personal data:

#### **A. Identity Data**

- Name
- Organisation (if applicable)
- Professional role
- Country of residence
- Age category (if voluntarily provided)

#### **B. Contact Data**

- Email address
- Postal address (if provided)
- Phone number

#### **C. Technical Data**

Collected via cookies and similar technologies (see our Cookies Policy):

- IP address
- Browser type and version
- Device information
- Time zone setting
- Website interaction data (pages visited, time on page, navigation patterns)

#### **D. Communications & Marketing Data**

- Your preferences in receiving updates or newsletters
- Your communications with us
- Subscription history

## **E. Advocacy & Membership Data (if applicable)**

- Professional affiliations
- Areas of interest in performers' rights
- Information volunteered when engaging in IMARA activities, surveys, or consultations

## **F. Enquiry or Form Submission Data**

Any information you provide through:

- Contact forms
- Applications to participate in IMARA initiatives
- Requests for information
- Event registration forms

We *do not intentionally collect* sensitive personal data (e.g., health, race, biometric data). If you choose to provide such information voluntarily, we will treat it confidentially but may delete it if unnecessary for our purposes.

## **4. How your personal data is collected**

### **A. Direct interactions**

You may give us information when you:

- fill out a contact form
- subscribe to IMARA news or publications
- communicate with us by email or phone
- engage with IMARA's advocacy initiatives
- respond to surveys or consultations

### **B. Automated technologies**

We collect Technical Data through:

- cookies
- server logs
- analytics tools (e.g., WIX Analytics, Google Analytics if enabled)

See our Cookies Policy for details.

### **C. Third-party or public sources**

We may receive data from:

- publicly accessible professional directories
- event organisers
- industry partners or member organisations (only where permitted)
- social media platforms (if you interact with IMARA content)

## 5. How we use your personal data

We only use your personal data where permitted by law. Most commonly, we use your data where:

- it is necessary for our **legitimate interests** (advocacy, communications, organisational growth)
- you have **given consent** (e.g., newsletters)
- it is necessary to comply with a **legal obligation**

### Purposes for which we use personal data

Purpose	Type of Data	Legal Basis
Responding to your enquiries	Identity, Contact	Legitimate interests (efficient communication)
Managing subscriptions and sending newsletters/updates	Identity, Contact, Marketing	Consent
Improving our website and services	Technical, Usage	Legitimate interests (analytics, performance)
Running IMARA advocacy, research or membership activities	Identity, Contact, Advocacy Data	Legitimate interests
Event coordination or stakeholder engagement	Identity, Contact	Legitimate interests
Maintaining security and preventing misuse of our website	Technical	Legitimate interests
Complying with legal or regulatory obligations	Any relevant data	Legal obligation

We do **not** use your data for automated decision-making or profiling.

You can withdraw consent at any time by emailing [info@imara.global](mailto:info@imara.global) or clicking “unsubscribe.”

## 6. Disclosures of your personal data

We may share your data with:

### A. Trusted service providers (data processors)

Such as:

- WIX (website hosting)
- Email distribution providers
- Cloud storage providers
- Analytics providers
- Event management tools

They process your data only on our instructions.

## **B. IMARA partners or collaborators**

Only where necessary and only if:

- you have given consent, or
- the activity clearly requires communication with partner organisations (e.g., joint events, advocacy initiatives).

## **C. Legal or regulatory disclosures**

We may disclose your data if required to:

- comply with law or regulation
- protect IMARA's rights
- respond to lawful requests from authorities

### **We do not sell or rent personal data.**

We do not share your data with third parties for their own marketing purposes.

## **7. International transfers**

Some of IMARA's processors (e.g., WIX, cloud providers) may store data outside the UK.

Where data is transferred internationally, we ensure appropriate safeguards, such as:

- UK adequacy regulations, or
- Standard Contractual Clauses approved by the ICO

## **8. Data security**

We take appropriate technical and organisational measures to protect your data, including:

- encrypted storage where possible
- secure servers
- restricted access for authorised personnel only
- regular monitoring of system integrity

Although we work to protect your data, no transmission method is completely secure.

## **9. Data retention – how long we keep your data**

We retain personal data only as long as necessary for the purposes outlined in this policy, or as required by law.

Typical retention periods:

- Contact form submissions: **up to 2 years**
- Newsletter subscriber data: **until you unsubscribe + 6 months**
- Analytics data: **as determined by WIX/Google analytics settings**
- Advocacy or event participation records: **up to 3 years**

You may request deletion at any time (see Section 10).

## 10. Your legal rights

You have the following rights under UK GDPR:

- **Access** – request a copy of your data
- **Correction** – fix inaccurate or incomplete data
- **Erasure** – ask us to delete your data where appropriate
- **Restriction** – limit our processing of your data
- **Objection** – object to processing based on legitimate interests
- **Withdraw consent** – applicable to newsletters/marketing
- **Data portability** – request transfer of data to you or a third party (rarely applicable for IMARA)

To exercise your rights, contact:

[info@imara.global](mailto:info@imara.global)

### Identity confirmation

We may request proof of identity to ensure personal data is not shared with unauthorised persons.

### Time frame

We aim to respond within **one month**.

## 11. Contact details

### INTERNATIONAL MUSIC ARTISTS RIGHTS ALLIANCE LTD

122 Whinbush Road, Hitchin, Hertfordshire, United Kingdom, SG5 1PN

Email: [info@imara.global](mailto:info@imara.global)

## 12. Changes to this Privacy Policy

We may update this policy at any time. When we do:

- the “Last updated” date will change
- the updated version will be published on this page

This is the simplest and most widely accepted notification method.