



2024

# SOCIAL MEDIA GDPR POLICY

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GRAVESEND KENT  
DA121DX

**DATE :**  
10th March 2024

**Policy:**

Social media (including but not restricted to) Meta, Facebook & Instagram UK-GDPR Policy

**Date Adopted: 10<sup>th</sup> March 2024**

**Purpose and Statement:**

The Grove Studios uses social media to advertise its services and connect/share with its' (and a wider) audience. The web addresses for our Social Media are:

<https://www.meta.com/grovestudiosgravesend/>

<https://www.instagram.com/the.grovestudios/>

Meta has its own UK-GDPR policies & uses cookies. Please refer to Meta's UK-GDPR policies for further details.

The Grove Studios can process some personal data from interactions with our Meta Business account, which is described below; however, how The Grove Studios processes this data is very limited.

**Distribution:**

- To be displayed on our Social Media
- This policy will be made available to members of the public on request

**Review and monitoring of policy:**

- Reviewed annually or in instances of legislative change
- Monitoring is part of Management and Supervision

**General Principles:**

- Administrators of the The Grove Studios social media are authorised The Grove Studios staff
- The Grove Studios does not actively collect, harvest or store any data in connection with Meta.

**Meta Posts:**

**Types of Meta Posts:**

- Marketing/Advertisement of our various courses, events and workshops
- General News and updates including, but not limited to, student achievements, photos from events

If you communicate with The Grove Studios via the page, we will respond to your communications & make information available to you that is relevant to those communications. If you choose to 'like' the page, you can 'unlike' at any time.

As a public social media all communication you share to the page can be seen by anyone. If you need to discuss anything privately with The Grove Studios, please contact the office.

#### **Anonymous Data:**

Administrators of Meta Pages can obtain anonymous statistical data on visitors to the page, and those who 'like' the page via a function called 'Meta Insights' which Meta makes available to them free of charge under non-negotiable conditions of use.

The data is collected by 'cookies', each containing a unique user code, which are active for two years and are stored by Meta on the device used by visitors to the page. This user code, which can be matched with the connection data of users registered on Meta, is collected and processed by the Meta Insight programme.

#### **Anonymous Data our Social Media collects:**

- Demographic information (including Age, Sex, Location, Relationship Status, Occupations)
- Internet usage (including times online and length of page visits)
- Sales information (including online purchase history, categories of goods or services)

#### **How The Grove Studios may use this data:**

The Grove Studios may use this anonymous data to target marketing to specific categories of peoples, and to effectively time manage campaigns (in terms of when to release posts and time lengths of special offers etc).

The Grove Studios may also use this data in the evaluation of marketing campaigns.

#### **How The Grove Studios retain/archive this information:**

The Grove Studios do not remove any of this anonymous data from Meta (a GDPR compliant company), except in the instance of reporting the effectiveness of advertising campaigns.

#### **Non-anonymous Data:**

Administrators of Meta Pages can obtain limited personal data about people who choose to 'like' and/or 'follow' the page and/or communicate with the page.

A Meta user's Name is actively sent by Meta to the page administrator as a notification. The social media contains a list of all users who 'like' or 'follow' the page.

Administrators are also able to access the profile of those who choose to 'like' and/or 'follow' the page and/or communicate with the page.

#### **How The Grove Studios retain/archive this information:**

No record of names are removed from Meta or used for any purpose.

#### **Further Privacy Policies:**

Please see our full privacy policy for further information