

# Privacy Notice

Whiteley Events Service Cue (WESC) • Version 1.7.0 • Effective 10 May 2026

## 1. Who we are

This notice is issued by **Whiteley Events Ltd** ("we", "us"), a company registered in England and Wales under company number **08229242**, with its registered office at **Decibel House, 32 Thyme Avenue, Whiteley, PO15 7NA**. We are the data controller for the personal data described below.

**Contact:** [hello@whiteleyevents.co.uk](mailto:hello@whiteleyevents.co.uk) • **Website:** <https://whiteleyevents.co.uk>

## 2. Scope

This notice explains how we handle personal data in connection with the Whiteley Events Service Cue desktop application (the "Software"), including licence activation, online heartbeats, crash reports and related services. It supplements our website privacy notice.

## 3. What we collect

When you activate and use a licence we collect and process the following personal data:

- **Licensee name** — the name supplied at licence issuance or activation.
- **Licensee email address** — supplied at licence issuance or activation and used for licence delivery and support.
- **Machine identifier** — a fingerprint derived from hardware and operating system attributes of the activated computer, used to bind a licence to one machine.
- **Licence metadata** — licence key, product name, version, activation and last-seen timestamps.
- **Heartbeat payload** — sent periodically from the Software to our licensing service, containing the licence key, machine identifier, app version and a last-seen timestamp. The receiving server may record the transient IP address used to make the request for the purpose of abuse prevention and rate limiting.
- **Crash logs and diagnostic data** — sent only if you choose to submit a crash report or include logs in a support request. Logs may include file paths, timer and cue names, playlist filenames, and error stack traces. We ask you to review logs before sending and to redact anything you do not wish to share.

The Software does **not** collect the contents of your show files, media assets, stage display text, chat messages or any other show content, and does not transmit these to us outside of a support request you initiate.

### ### 3.1 Optional AI lyric assistance (Claude)

The Software includes optional **AI lyric tools** ("Tidy" and "Auto-stanza") in the Song Editor. These are **off by default** and only become available if you choose to enter your own Anthropic API key in **Settings** → **AI**.

When you press one of these buttons, the lyric text in the Song Editor is sent over HTTPS to Anthropic's Claude API ([anthropic.com](https://www.anthropic.com)) under your own Anthropic account, and the cleaned-up text is returned. Whiteley Events Ltd does **not** receive, store or proxy this traffic — the request is made directly from the Software to Anthropic using the credentials you have supplied.

The API key you enter is stored locally on your computer in WESC's configuration file and is never transmitted to Whiteley Events Ltd. You can clear it at any time in Settings → AI; once cleared, the AI buttons are hidden and no further data is sent to Anthropic.

You should not submit lyrics or other content to the AI tools where doing so would breach a third party's copyright, licence terms or your church's / venue's content licensing arrangements (e.g. CCLI). Anthropic's handling of submitted content is governed by its own privacy and usage policies, available at [\[anthropic.com/legal/privacy\]](https://www.anthropic.com/legal/privacy)(<https://www.anthropic.com/legal/privacy>).

#### **4. Why we process it and our lawful basis**

We process the personal data listed above to:

- issue, validate, renew and, where necessary, revoke licences (lawful basis: performance of a contract with you, UK GDPR Art. 6(1)(b));
- receive heartbeats in order to detect licence sharing, expired licences and abuse, and to secure our systems (lawful basis: legitimate interests, UK GDPR Art. 6(1)(f) — protecting our business against fraud and unauthorised use);
- diagnose and fix crashes and defects (lawful basis: legitimate interests, UK GDPR Art. 6(1)(f) — improving product quality; performance of a contract where crash reporting is linked to an open support request);
- respond to support enquiries and send service communications about the Software (lawful basis: performance of a contract, or legitimate interests in supporting our customers);
- comply with legal or regulatory obligations (lawful basis: legal obligation, UK GDPR Art. 6(1)(c)).

#### **5. Who we share it with**

We do not sell personal data. We share it only with:

- our hosting and email providers, acting as processors on our instructions;
- professional advisers (for example legal or accounting) where strictly necessary;
- competent authorities where we are legally required to do so.

If you choose to enable the optional AI lyric tools described in section 3.1, lyric content you submit is sent directly from the Software to Anthropic under your own Anthropic account. Whiteley Events Ltd is not a party to that transmission and is not the controller for the content you choose to submit.

#### **6. International transfers**

Where personal data is transferred outside the UK, we rely on appropriate safeguards such as the UK International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses.

#### **7. Retention**

- Licence and activation records: duration of the licence and up to seven (7) years after the last interaction, to meet tax, accounting and legal retention requirements and to support re-activation requests.
- Heartbeat records: kept only in rolling, aggregate form for up to ninety (90) days, then deleted or fully anonymised.
- Transient request IP addresses: kept in server logs for up to thirty (30) days for abuse prevention, then deleted.

- Crash reports and support correspondence: typically retained for up to three (3) years.

## **8. Your rights**

Under UK GDPR you have the right to: access your personal data; have it corrected or erased; restrict or object to processing; data portability; and, where processing is based on consent, to withdraw that consent at any time.

To exercise these rights, contact us at [hello@whiteleyevents.co.uk](mailto:hello@whiteleyevents.co.uk). We will respond within one (1) month.

You also have the right to lodge a complaint with the UK Information Commissioner's Office ([ico.org.uk](https://ico.org.uk)) if you are unhappy with how we handle your personal data. We would appreciate the chance to put things right first.

## **9. Security**

We use HTTPS for all licensing, heartbeat and update traffic and apply technical and organisational measures appropriate to the risk, including access controls, logging and regular review of our processors.

## **10. Changes**

We may update this notice from time to time. The effective date at the top of the document indicates when it was last changed. Material changes will be communicated through the Software or via <https://whiteleyevents.co.uk>.

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