



Cromer Artspace Privacy Notice

Document agreed:

Review Date:

1. Introduction

Cromer Artspace is committed to protecting everyone's privacy and data. We will use any information that we collect in accordance with the UK General Data Protection Regulations and the Privacy and Electronic Communications Regulations 2003. This notice sets out the ways in which we collect, store and use data and how people can hold us accountable for that. We aim to respect and take care of all personal information and not to keep information we do not need. No member of Cromer Artspace will use data collected by the group for personal purposes.

This Policy includes information about what Personal Data we collect, why we do so, what we use it for and how long we keep it. It also includes a reminder of your rights regarding your Personal Data, and information about how to contact us if you have any questions or comments relating to your Data Rights.

2. Who we are

Cromer Artspace is a Charitable Incorporated Organisation, and our Registered Charity Number 1191946. You can contact us at our Registered Address or by email at hello@cromerartspace.org .uk.

Our aim is:

To advance education for the benefit of the public by the promotion of the arts, in, but not exclusively, visual arts and combined arts activities.

Any information about you that we collect, store and use is to help us to fulfil our aim of bringing art to public spaces in Cromer.

3. What information do we collect about you?

We may collect information about you in a number of different ways:

a. Information you give us

You give us your information when you buy a ticket in person, by phone or online via our website; by signing up for one of our other events, classes or workshops; by taking part in a survey from us; by making a donation; by applying for a volunteering role or job with us. We also keep your details when you sign up to receive emails



from us. If you have booked a concessionary ticket, this will be noted in your customer record along with your needs whilst in our venue.

If we collect information from you in paper formats, we will only keep that data for as long as needed to use it or transfer it to our database, unless we are required to keep the information for longer e.g. as part of our accounts records.

b. Information about your interactions with us

We may track your interactions with us, for example with emails we send you, we may track whether you receive or open them so we can make sure we are sending you the most relevant information. We may then track any subsequent actions online, such as buying a ticket.

When someone visits cromer-artspace.uk we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website

If you upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included. Visitors to the website can download and extract any location data from images on the website.

Facebook have their own Privacy Policy which covers all use of that platform

c. Internet and Cookies

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity. For further information visit www.aboutcookies.org or www.allaboutcookies.org. *You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.*

If you leave a comment on our website you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

If you visit our login page, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser. When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select "Remember Me",



your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

Articles on the website may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website. These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website

d. Marketing and Communications Data

This includes your communication preferences, including any marketing information you have chosen to receive from us. This helps us to manage our relationship with you and ensures you only receive communications from us that are relevant and timely

The information we hold about you may include:

- Your name
- Postal address
- Telephone number
- Email address
- Ticketing history
- Billing address information
- Donation history and Gift Aid declaration
- Your preferences for how we communicate with you about our activities
- Information that is available publicly
- Film and photography if you are at our events, classes or workshops
- Records of enquiries or complaints
- Records of event attendance
- Dietary Requirements for event catering
- If you are under 18, the name of your parent or guardian
- Your personal opinions on events and exhibitions
- Where necessary we record health or disability information to ensure the accessibility of our services
- We maintain a record of your transaction history, but we never store your payment card number



We do not usually ask you to provide sensitive information, but may occasionally need to do so, for example, age and health if booking for certain workshops or classes.

We are committed to safeguarding children, young people and vulnerable adults and do all we can to ensure that all who work with us are safe and inspired by their experience. For the details of children and young people under 18, we will ask for the consent of a parent/guardian/teacher to provide such information. We will always require the carer's signature on similar documentation relating to vulnerable adults.

As with all the personal information we hold, sensitive information is held securely and restricted to those who need to use it. We will delete information when we no longer need it.

e. Photographs and video

During the course of events, classes and workshops we may take photographs and video to document these for use on our digital platforms, printed materials and other promotional activity. This includes, but is not limited to, our website, social media channels, leaflets, posters and media releases. We will also share these images with relevant partners and artists relating to an event or activity to use for the same purposes. We will put up signage at events to notify audiences if this is taking place.

If we are taking close-up images at events we will endeavour to ask for an individual's permission. If you are aged 18 or over we will ask for your verbal consent, for anyone under 18 we will ask for written permission from a parent or guardian.

4. Legal basis for processing your data

We will use one of the following legal bases to process your data:

- for the performance of a contract we have with you (such as booked class or ticket);
- to comply with a legal obligation to which we are subject (such as tax obligations); or
- to further our legitimate business interests (such as tailoring your experience on our website), provided that such processing does not outweigh your rights and freedoms.

If there is another specific purpose where the above legal bases would not apply to the processing of your Personal Data by us (such as receiving marketing communications), we will seek your consent to do so.



5. How do we use your data?

Information you provide, alongside your purchase and/or donation history, is used to select and inform you of other relevant events or activities we think may be of interest to you, as well as opportunities to support our work as a charity.

We use your data to:

- Provide you with show tickets or respond to information you have asked for
- Contact you if there are any important changes to your booking
- Administer your ticket sales and donations
- Keep a record of your relationship with us
- Ensure we know how you prefer to be contacted
- Occasionally undertake audience research to help us understand how we can improve what we do
- Tell you about changes in our services or new services, events information, and opportunities to support our work
- Create a profile of your interests and preferences so that we can contact you with information most relevant to you
- Endure your safety and that of other people who are affected by our activities
- Comply with our legal obligations

If you do not want to receive information by post or email about events, offers, our fundraising activities or customer research, you have the option to change any of your contact preferences at any time by contacting us via the contact details at the start of this notice.

6. How long do we keep your data for?

- a. For data related to a booking, we will keep your data for three years – after that time, if you have not made another booking, we will anonymise the data and keep it only for statistical and analytical purposes.
- b. If you have made a donation and a Gift Aid declaration, we are obliged to keep the declaration and the details of the person who made it, for six years.
- c. For data supplied as part of an application for a volunteer role or a job application to us, we will keep your details for twelve months from date of appointment of successful candidate, then delete it.



7. Third Parties

We will not share any of your personal details with any other third parties without your agreement, unless required in order to fulfil our contract with you, or allowed by law (for instance, if a safeguarding issue arises). In general, the third-party providers, such as mailchimp.com used by us to fulfil our contract with you will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us. Your personal data is never sold on to any other agencies or companies.

Our website may contain links to and from the websites of other organisations. 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.

8. Giving you control of your data

If you opt in to hearing from us, we will tell you about events, classes, activities and projects, plus opportunities to support us. You can opt out from these communications at any time – every email sent to you, will tell you how to do this. If you have opted out of marketing or fundraising communications, we may still get in touch with you regarding your booking. For example we may email you to give you important information about the show you've booked for with any changes that affect you (like a performance being cancelled).

9. How we keep your data safe

Your personal data will be held and processed on Cromer Artspace systems and stored on Google Drive. Where possible we aim to keep a single record for each customer. Your data is always held securely. Access to your information is strictly controlled. We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

10. Your Rights

You have the following rights related to your personal data:

- The right to request a copy of personal information held about you (which we will provide within one month of the date of request, free of charge, unless the request is repetitive, unfounded or excessive)
- The right to request that inaccuracies be corrected
- The right to request us to stop processing your personal data



- The right to lodge a complaint with the Information Commissioner's Office (by calling 0303 123 1113, or emailing casework@ico.org.uk)

11. Changes to the Privacy Notice

We may change this Privacy Notice from time to time. If we make any significant changes in the way we treat your personal information we will make this clear on our website or by contacting you directly.

12. Contact us

Please contact us if you have any questions about this policy, or wish to be removed from any communications or data processing activities:

You can update your communication preferences by emailing hello@cromerartspace.org.uk