



Your link to art and culture

## Sherborne ArtsLink Privacy Policy

ArtsLink is committed to protecting your privacy. We will use the information that we collect about you in accordance with the General Data Protection Regulation (GDPR) (EU) 2016, Data Protection Act 1998 and the Privacy and Electronic Communications Regulations 2003.

### Who we are

ArtsLink is an arts educational charity based in Sherborne, Dorset.

ArtsLink provides a programme of art education delivered by professional artists and teachers; trips, films, exhibitions and events to enable cultural engagement; creative activities for children and families; and targeted wellbeing sessions. We educate, engage and provide social interaction - vital ingredients in enhancing well-being, community cohesion and quality of life. We currently receive funding from West Dorset District Council, (ceasing March 2019) and through activity fees, Friend subscriptions, fundraising events and grants and donations from local and regional organisations as well as individual donations.

ArtsLink is a Charity Registered in England and Wales number 1007680 and a company limited by guarantee registered in England and Wales number 2471382. It is governed by a Board of Trustees.

### What information do we collect?

You give us your information when you subscribe as a Friend, register for an activity or purchase a ticket for an event organised by ArtsLink, make a donation or communicate with us. We also receive your details when you sign up to receive emails from us.

When you pay us for a service we maintain a record of your transaction history, but we never store your card number in full.

We keep a record of the emails we send you, and we may track whether you receive or open them so we can make sure we are sending you the most relevant information.

Like most websites, we receive and store certain details whenever you use the Sherborne ArtsLink website. We use "cookies" to help us make our site, and the way you might use it, better. Cookies mean that a website will remember you and help us understand how you use our website, and where we can make improvements. Please see our Cookie Policy for further details.

We may also be given personal information about you from other sources, such as if a family member or friend contacts us to book an activity on your behalf.

Other ways in which we may receive information about you include:

### **Third Party organisations**

Your information may be shared with us by third parties eg MailChimp (e-newsletter service), Eventbrite (ticket sales). You should check their Privacy Policy when you provide your information to understand fully how they will process your data.

### **Social Media**

We use social media to broadcast messages and updates about events and news. On occasion we may reply to comments or questions you make to us on social media platforms.

Depending on your settings or the privacy policies of social media and messaging services like Facebook or Twitter, you might give third parties (like ArtsLink) permission to access information from those accounts or services.

### **Information available publicly**

This may include information found in the public domain eg from your own website or information that has been published in articles/ newspapers.

## **How we keep your details safe and secure**

Your personal data will be held and processed on ArtsLink's systems or systems managed by suppliers on behalf of ArtsLink. In the interest of good customer relations, we hold contact details and a record of your interactions with ArtsLink such as course registration/attendance, ticket purchases, donations, memberships/subscriptions, queries, complaints and attendance at special events. Where possible we aim to keep a single record for each customer.

Your data is always held securely. Access to customer information is strictly controlled and can only be accessed by people who need it to do their job. Certain data, for example some sensitive information, is additionally controlled and is only made visible to members of staff who have a reason to work with it.

We may need to disclose your details if required to the police, regulatory bodies or legal advisors.

We will only ever share your data in other circumstances if we have your explicit and informed consent.

## **What we use your personal information for**

We aim to be clear when we collect your data and not to do anything you wouldn't reasonably expect.

If you make a purchase, sign up for an event or give a donation we usually collect your name, contact details and your bank or credit card information (if making a transaction). Where it is appropriate (and you have the right to decline to give this information) we may also ask for your age, gender, information relating to your health or, if making a donation, why you have decided to donate to us.

We use this data to provide you with the events, products, services or information you asked for, ensure we know how you prefer to be contacted, understand how we can

improve our communications or events, send out newsletters, administer your donation or process our contract with you..

When you register with us, either by telephone, in person, by email or via our website, you will be asked if you would like to receive marketing and fundraising communications from ArtsLink. We will not contact you for marketing and fundraising purposes unless you have expressly given your consent. We will include opt-out instructions in any marketing or fundraising communications you receive from us.

## **Giving you control**

With your consent, we will tell you about classes, events, priority booking and information about our organisation. Occasionally, we may include information in these communications from partner organisations or organisations who support us.

We make it easy for you to tell us how you want to hear from us by telling our office team over the phone, in person, by email or through our 'Contact Us' service on our website. You can opt out from these marketing communications at any time - every email and newsletter sent to you will tell you how to do this.

We do not sell personal details to third parties for any purpose. We will only share personal details for the purposes of marketing if you have given explicit consent for us to do this. But if we run an event in partnership with another named organisation your details may need to be shared in order that they can help us run the event.

If you have opted out of marketing communications, we may still get in touch with you. For example we may email, telephone or write to you to give you important information about the events you've booked or to tell you about any changes to our activities.

We will give you the opportunity to opt out, at any time, from any marketing or fundraising email communications and postal fundraising communications you receive from us.

## **Sherborne ArtsLink as a charity and how we respect our donors**

ArtsLink relies on charitable support to maintain our varied programme and to make this available to everyone in the local community.

You can opt in to receive information about supporting ArtsLink by telling our office team over the phone, by email or in person. We will tell you about our current campaigns that we think are most relevant to you, ways that you can make a real difference to our arts programmes, and invitations to events where you and your family can get closer to our artistic programme by joining our volunteer support group.

We want to ensure our communications to our supporters are personal, relevant and timely and we want to give you an enhanced experience. We may analyse geographic, demographic and publicly available information relating to you in order to better understand your interests and to send you the most relevant communications.

### **Third Parties**

We may share anonymised personal information with other organisations such as funding bodies who require reports on use of the funds they grant to us.

We will not share sensitive information or your payment details or other personal details with other arts groups although we may promote their activities on our website or in our newsletters if appropriate.

### **Sensitive information**

Sometimes we ask you to provide sensitive information, for example when you book for certain events or participate in some activities, or when you apply for a job. 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 sensitive information when we no longer need it, in accordance to statutory regulations.

### **Your Rights**

You have the following rights related to your personal data:

- The right to request a copy of personal information held about you
- The right to request that inaccuracies be corrected
- The right to request us to stop processing your personal data
- The right to withdraw consent
- The right to lodge a complaint with the Information Commissioner's Office or Fundraising Regulator

### **Contact Us**

Please contact us if you have any questions about our privacy policy or information we hold about you:

- Email: [info@sherborneartslink.org.uk](mailto:info@sherborneartslink.org.uk)
- Or write to us at: **Sherborne ArtsLink, Room 13, The Manor House, Newland, Sherborne DT9 3JG**