



Accessible Arts & Media Privacy Policy

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1 Purpose of policy

We're committed to protecting your personal information and being clear and transparent about what information we hold about you.

Using personal information allows us to develop a better understanding of our participants and supporters, and in turn to provide you with relevant and timely information about the work that we do. As a charity, it also helps us to engage with potential donors and supporters.

The purpose of this policy is to give you a clear explanation about how we collect and use the information we collect - from you directly and from third parties. We use your information in accordance with all applicable laws concerning the protection of personal information.

This policy explains:

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Our use of cookies to improve your use of our website
- Information about how we keep your personal information secure, how we maintain it for you and your rights to be able to access it

If you have any queries about this policy, please contact the Accessible Arts & Media office on 01904 626965 or at info@aamedia.org.uk

2 Who we are

Accessible Arts & Media (AAM) is a charity and is funded by various trusts, foundations and individual donors and supporters. Our registered charity number in England and Wales is 1072902 and we are also registered as a company in England and Wales under registration number 03500128.

3 Information collection

We collect various types of information and in a number of ways:

3.1 Information you give us

For example, when you join one of our projects, register on our mailing list or make a donation, we'll store personal information you give us such as your name, email address, postal address and telephone number. We'll also store a record of your donations.

3.2 Information about your interactions with us

For example, when someone visits our website, we collect information about how they interact with our content. When we send you an email newsletter, we store a record of this, and in the case of emails, we keep a record of which ones you've opened and which links you've clicked on.

4 Sensitive personal data

Data Protection law recognises that certain categories of personal information are more sensitive. These include health and medical information, race, religious beliefs and political opinions. We do not usually collect this type of information about our participants and supporters unless there is a clear reason for doing so. For example, we collect health information about participants in our projects to ensure that they can take part in our activities safely.

5 Legal basis

There are three bases under which we may process your data:

- 5.1 **Contract purposes:** When you make a purchase from us or make a donation to us, you are entering into a contract with us. In order to perform this contract, we need to process and store your data. For example, we may need to contact you by email or telephone in the case of cancellation of a show, or in the case of problems with your payment.
- 5.2 **Legitimate business interests:** In certain situations, we collect and process your personal data for purposes that are in our legitimate organisational interests. However, we only do this if there is no overriding risk to you by using your personal information in this way. We describe below all situations where we may use this basis for processing.
- 5.3 **With your explicit consent:** For any situations where the two bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

6 Marketing communications

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this, we use data that we've stored about you, such as your email address or telephone number, as well as any preferences you may have told us about.

We use consent as the legal basis for communications by email and telephone. We'll provide you with an option to unsubscribe in every email we send you, or you can alternatively use the contact details at the end of this policy.

We may analyse information about the way you engage with our email newsletters (for example, opening the newsletter and clicking on links). This helps us to assess the effectiveness of our marketing campaigns and target future campaigns to those who might be most interested in them.

6.1 Other service providers who process data on our behalf

We use Mailchimp to manage our marketing emails and we have a data processing agreement in place with them.

7 Other processing activities

In addition to marketing communications, we also process personal information in the following ways that are within our legitimate organisational interests:

- We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible.
- We may analyse data we hold about you in order to identify and prevent fraud.
- In order to improve our website, we may analyse information about how you use it and the content that you interact with.
- We may store your personal data, for example communication and support needs, to make sure we can support you to take part in our projects and activities as fully as possible.
- We may process your personal data, for example medical and allergy information or emergency contact details, to make sure you are kept safe when taking part in our activities

In all of the above cases we'll always keep your rights and interests at the forefront to ensure they are not overridden by our own interests.

You have the right to object to any of this processing at any time. Please bear in mind that if you object, this may affect our ability to carry out tasks above that are for your benefit.

You also have the right to access the personal data that we hold, to rectify it and, in some instances, to object to our use of the data or request that we delete it.

If you wish to access your data, rectify it, object to us using it or ask us to delete it, please contact us, using the contact details at the end of this policy.

8 Third parties

There are certain circumstances under which we may disclose your personal information to third parties. These are as follows:

- To our own service providers who process data on our behalf and on our instructions (for example Mailchimp, our email newsletter service provider). In these cases, we

require that these third parties comply strictly with our instructions and with data protection laws, for example around security of personal data.

- Where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

9 Cookies

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function, as well to provide website operators with information on how the site is being used. We use cookies to identify how our website is being used and what improvements we can make. You can read more about cookies and how we use them on our website: <https://aamedia.org.uk/cookies>

10 Maintaining your personal information

We store your personal information for the duration of your association with Accessible Arts & Media. If there are aspects of your record that are inaccurate or that you would like to remove, please use the contact details at the end of this policy.

Any objections you make to any processing of your data will be stored against your record on our system so that we can comply with your requests.

11 Security of your personal information

We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible.

We will ensure that any third parties we use for processing your personal information do the same.

12 Your rights to your personal information

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected.

You also have the right, in some instances, for example our email newsletter mailing list, to ask us to delete the personal information we hold about you. Please bear in mind that if you ask us to delete your personal data, this may affect our ability to carry out tasks that are for your benefit.

Please use the contact details at the end of this policy if you would like to exercise these rights.

13 Contact details and further information

Please get in touch with us if you have any questions about any aspect of this privacy policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests.

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14 Monitoring and review

It is the responsibility of the Board to monitor effectiveness, and to review and develop this policy where necessary.

The effectiveness of the privacy policy will be reviewed bi-annually and action taken as necessary.

Date approved: 3rd July 2018

Next review date: May 2020