

## TERMS / PRIVACY

### PURPOSE

We are committed to protecting your personal information and being transparent about what information we hold about you. The purpose of this policy is to give you a clear explanation about how we collect and use the information we collect from you.

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

Your rights to access the data we collect about you

### HOW WE COLLECT INFORMATION

We collect the personal data you volunteer to us: for example when you subscribe via the website or sign up to our mailing list, buy something from us, buy tickets or take part in one of our projects, we'll store personal information you give us such as your name, email address, postal address, telephone number. When you attend one of our events or provide feedback, or enrol in a class or workshop.

### HOW WE USE YOUR DATA

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.

We may analyse anonymised data to learn about audience behaviour within our work and use this information to inform future works, as part of our evaluation process.

In order to improve our website, we may analyse information about how you use it and the content that you interact with.

We may use the information we collect to help us to understand your interests and preferences. We may also use publicly available information about you from sources such as public registers, online (including records that you have made public on social media) or the electoral roll. This information helps us to communicate with you in a relevant way, in particular when we are approaching you about potential philanthropic support. This enables us to raise funds sooner and in a more tailored way than we otherwise would.

In all of the above cases we will always keep your rights and interests at the forefront. You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details below. Please bear in mind that if you object, this may affect our ability to carry out tasks above that are for your benefit.

## MARKETING

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 have stored about you, such as what events you have booked for in the past, as well as any preferences you may have told us about.

For email communications, we use your opt-in consent to be contacted in this way as a legal basis (for example, when you join our mailing list on our website). We will give you an opportunity to opt out of receiving our email communications every time we contact you. Alternatively you can use the contact details at the end of this policy to let us know if you no longer wish to hear from us.

We use the same opt-in consent for receiving email communications as a legal basis to occasionally include information about supporting Flow Contemporary Arts in our communications. If you'd prefer not to receive information about supporting us but want to continue receiving general news about Flow Contemporary Arts, you can contact us using the details at the end of this policy.

We may also contact you about our work by telephone however we will always get explicit consent from you before doing this.

## THIRD PARTIES

Under no circumstances will we ever sell personal data to anyone. 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 a ticketing system software 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).

To specific named partner companies, commissioners and venues where you might have attended a performance. In these cases we will always ask for your explicit consent before doing so.

We may share reports about audience behaviour within our projects in anonymised form with our commissioners, partners and general audiences to share industry learning and best practice. Such reports will use anonymised data only.

We do not currently use third party researchers or profiling companies to help us understand your interests and preferences in a fundraising context but we may choose to do so in future in exceptional cases. If so we will inform you.

## 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. All data is stored digitally on password-protected computers. We will ensure that any third parties we use for processing your personal information do the same. We will not transfer, process or store your data anywhere that is outside of the European Economic Area.

### YouTube

We use Youtube for providing video trailers, video-art and other videos across the website and within our own channel. YouTube sets cookies in videos that we embed. YouTube sets cookies which may stay active for a number of years. To find out more about embedding videos and YouTube's privacy policy please click here:

[https://www.youtube.com/static?template=privacy\\_guidelines&gl=GB](https://www.youtube.com/static?template=privacy_guidelines&gl=GB)

### MailChimp

We use MailChimp to manage our mailing list and for staying in touch with you. To read their privacy policy please click here: <https://mailchimp.com/legal/privacy/>

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

## 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.

Flow Contemporary Arts  
3 Severn Street  
Newnham on Severn  
Gloucestershire  
GL14 1A

## COPYRIGHT

Unless stated otherwise, the content and resources provided on this website are licensed under the Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.

What information do we hold digitally through which programmes?

MAILCHIMP: Names, email addresses and knowledge of your response to our mailings, in terms of reading levels. There will always be an opt-out/unsubscribe button

SURVEYMONKEY: variable according to the survey being conducted. There will always be an option about providing names, emails and request for permission on quoting comments.

SOCIAL MEDIA: Facebook, Twitter, Instagram etc. user names/tags

How do we keep that information safe?

All data is stored in password protected cloud data storage

Carolyn Black  
Flow Contemporary Arts  
May 2018