

APPLETYE /

PRIVACY AND COOKIES POLICY

1. About us

Appletye is an organisation dedicated to developing and managing arts and heritage projects, it provides resources, training, and professional development for artists working with archives, heritage assets, and heritage sites.

In order for us to provide you with information via our mailing list we need to collect and process data about you. This makes Appletye a "data controller". In this Notice we use "we" or "us" or "Appletye" to refer to the organisation acting as data controller of your information.

Appletye takes your privacy seriously and will only collect basic personal data about you that we need to carry out our business. We will respect the confidentiality of any personal data shared with us or obtained from other organisations, keep it safe and make every effort to protect personal privacy.

Appletye operates in an honest and open manner and will always be clear how, when and why it collects and processes information and will not do anything with personal information that individuals would not reasonably expect.

2. What personal information do we collect and use?

2.1 The personal information that we collect will depend on your relationship with us and how you approach us. We will collect different personal information depending on whether you are a customer, a beneficiary or another third party.

In certain circumstances we may request and/or receive "sensitive personal information" about you. For example, if it is relevant, we may need access to information about your health, access needs in order to provide you with appropriate support and services.

In certain circumstances we may request and/or receive "sensitive personal information" about you. For example, we may ask for information relating to ethnicity, age, gender. This is collected anonymously and used to monitor the diversity of our beneficiaries for reporting purposes to our funders.

If you provide personal information to us about other individuals (for example, members of your family) you agree that you will inform the individual about the contents of this Notice and obtain any required consent for the processing of that individual's personal data in accordance with this Notice.

2.2 If you subscribe to our mailing lists

This section will apply if you sign up to our mailing list online via our website or in person to receive news or other information about our activities. We use Mailchimp to manage our e-newsletter list. Your data (name and email address) is held by Mailchimp, which is compliant with the EU-U.S. Privacy Shield Framework. Your data will not be shared with any other organisations and you can unsubscribe or manage your preferences at any time using the links at the bottom of all e-newsletters.

Personal Information

- General information such as your name, address, contact details, date of birth

- Information such as your IP address and browsing history obtained through our use of cookies. You can find more information about this in our Cookies policy below.
- Your marketing preferences and details of your customer experience with us.

2.3 If you are a customer making a booking or purchase

This section will apply if you purchase or make a booking in person or online via our website for example in relation to a workshop or event

Personal Information

- General information such as your name, address, contact details, date of birth.
- Financial information such as your bank details and payment details.
- Information such as your IP address and browsing history obtained through our use of cookies. You can find more information about this in our Cookies policy

Sensitive Personal Information

- If you have booked a workshop we will contact you directly regarding any sensitive data such as health and access needs to ensure you have a positive and safe experience.

3. How do we collect your information?

3.1 We collect personal information from a number of different sources, including:

- directly from you.
- publicly available sources such as internet search engines, news articles and social media sites including Facebook, Twitter and Vimeo.
- our own websites.

4. What are the purposes for which your information is used?

4.1 We may use your information for a number of different purposes. For each purpose we must have a “legal ground” to use your personal information in such a way.

When the information that we process is classed as “sensitive personal information”, we must have a specific, additional “legal ground” to process such information.

Generally, we will rely on the following “legal grounds”, as appropriate:

- We need to use your personal information to enter into or perform a contract that we hold with you. For example, we need to use your personal information to keep you informed of our projects, workshops, events and opportunities, to provide you with a booking for a workshop or event or to fulfil a purchase that you have placed with us.
- We have a legal or regulatory obligation to use such personal information. For example, our regulators require us to hold certain records of our dealings with you.
- We need to use such personal information to establish, exercise or defend our legal rights. This might happen if we are faced with legal proceedings or want to bring legal proceedings ourselves.
- We have an appropriate business need to use your personal information. We will rely on this for activities such as maintaining our business records, training and quality assurance, and developing and improving our products and services.
- You have provided your consent to our use of your personal information (e.g. in relation to your marketing preferences).

5. Who do we share your information with?

5.1 From time to time, we may share your personal information with third parties. We will keep your personal information confidential and only share it with the third parties listed below for the purposes that we have explained.

If you would like further information regarding the disclosures of your personal information, please contact us using the details set out in this Notice.

5.2 Disclosures to third parties

We may disclose your personal information to the third parties listed below where relevant to the purposes described in this Notice. This might include

- Third party service providers such as Paypal for all payment transactions purchased via our website or in person.
- Third party service providers who handle direct marketing on our behalf, including Mailchimp in respect of our mailing list (this includes, for example, inclusion or suppression of your personal information from our contact lists, sending marketing communications, and analysis of responses to our marketing communications).
- Other admin service providers such as our accountants.
- Our regulators.
- The police and other third parties (such as bank) where reasonably necessary for the prevention or detection of crime.
- Selected third parties in connection with any sale, transfer or disposal of our business.
- Where necessary, courts and other alternative dispute resolution providers (such as arbitrators, mediators).

6. What marketing activities do we carry out?

6.1 We may use your personal information to provide you with information about products or services which may be of interest where you have provided your consent for us to do so.

We are committed to only sending you marketing communications that you have clearly expressed an interest in receiving. If you wish to opt out of marketing, you may do so by clicking 'unsubscribe' at the end of any e.newsletter. Otherwise you can always contact us using the details set out in this Notice to update your contact preferences.

Please note that, even if you opt out of receiving marketing messages, we may still send you service related communications where necessary.

7. How long do we keep personal information for?

7.1 We will only keep your personal information for as long as reasonably necessary to fulfil the relevant purposes set out in this Notice,

We are also required to keep certain information in order to comply with our legal and regulatory obligations.

The exact time period will depend on your relationship with us and the type of personal information we hold.

If you would like further information regarding the periods for which your personal information will be stored, please contact us using the details set out in this Notice.

8. How do we protect your information?

9.1 We use a range of organisational and technical security measures to protect your information, including firewalls and access controls, which we review periodically. We also ensure that our employees receive appropriate data security training.

9. Your rights

10.1 Under data protection law you have certain rights in relation to the personal information that we hold about you. There will not usually be a charge for dealing with these requests. You may exercise these rights at any time by contacting us using the details set out in this Notice.

Please note:

- in some cases, we may not be able to comply with your request (for example, where there is a conflict with our own obligations to comply with other legal or regulatory requirements). However, we will always respond to any request you make and if we can't comply with your request, we will tell you why.

- in some circumstances exercising some of these rights (including the right to erasure, the right to restriction of processing and the right to withdraw consent) will mean we are unable to continue providing you with our services and may therefore result in its cancellation of a booking or purchase

Your rights include:

9.2 The right to access your personal information

You are entitled to a copy of the personal information we hold about you and certain details of how we use it.

Your information will usually be provided to you in writing, unless otherwise requested, or where you have made the request by electronic means, in which case the information will be provided to you by electronic means where possible.

9.3 The right to rectification

We take reasonable steps to ensure that the information we hold about you is accurate and complete. However, if you do not believe this is the case, you can ask us to update or amend it.

9.4 The right to erasure

In certain circumstances, you have the right to ask us to erase your personal information, for example where the personal information we collected is no longer necessary for the original purpose or where you withdraw your consent. However, this will need to be balanced against other factors. For example, we may have legal and regulatory obligations which mean we cannot comply with your request.

9.5 The right to restriction of processing

In certain circumstances, you are entitled to ask us to stop using your personal information, for example where you think that the personal information we hold about you may be inaccurate or where you think that we no longer need to use your personal information.

9.6 The right to data portability

In certain circumstances, you have the right to ask that we transfer personal information that you have provided to us to another third party of your choice.

9.7 The right to object to marketing

You can ask us to stop sending you marketing messages at any time. If you wish to opt out of marketing, you may do so by clicking 'unsubscribe' at the end of an e.newsletter. Otherwise you can always contact us using the details set out in this Notice. Please note that even if you opt out of receiving marketing messages, we may still send you service related communications where necessary.

9.8 The right to withdraw consent

For certain uses of your personal information, we will ask for your consent. Where we do this, you have the right to withdraw your consent to further use of your personal information.

9.9 The right to lodge a complaint with the Information Commissioner's Office ("ICO")

You have a right to complain to the ICO if you believe that any use of your personal information by us is in breach of applicable data protection laws and regulations. More information can be found on the ICO website: <https://ico.org.uk/>

Making a complaint will not affect any other legal rights or remedies that you have.

10. Contacting us

10.1 If you would like further information about any of the matters in this Notice or have any other questions about how we collect, store or use your personal information, you may contact our Secretary by emailing us at contact@appletye.org

11. Updates to this Notice

11.1 From time to time we may need to make changes to this Notice, for example, as the result of changes to law, technologies, or other developments. You should check our website www.appletye.org periodically to view the most up-to-date Notice.

COOKIES POLICY

Cookies are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site. They are small text files that are placed on computers by websites that individuals visit. Appletye do not store any personal data in the cookies that we may use, and stores the information anonymously to assist it in the running of the site, and also for monitoring the activity and traffic both to and through our website. Appletye uses Wordpress Stats to access this information

Wordpress

Appletye uses Wordpress (or similar) to analyse the use of its websites by generating statistical and other information.

Details captured during a visit to our websites will include, but are not limited to, traffic data, location data, weblogs and other communication data and the resources accessed. However, all data collected is anonymous and will not identify users as an individual. Wordpress stores this activity information. You can view Wordpress' privacy policy here <https://en-gb.wordpress.org/about/privacy/>

Last updated 13/09/18