

PRIVACY NOTICE

Art the Arms Fair

Your personal data – what is it?

Your personal data is any information about you. Some of this is ‘personally identifiable data’, which is data about you which can be used to identify you. Identification can be by the information alone or in conjunction with any other information we have or are likely to obtain. The processing of personal data is governed by *[the General Data Protection Regulation 2016/679 (the “GDPR”)]*.

Who are we?

The group of volunteers organising Art the Arms Fair constitute the data controller (contact details below). This means that we take responsibility for making sure your personal data is processed legally, fairly, transparently and for the purposes you have requested.

What personal data do we collect?

When you give us your explicit consent to do so, we keep a record of the personal contact information you give us– such as your email and home address and/or your phone number, so that we can stay in touch with you in the ways you have asked us to.

If you are a volunteer, artist or member of the press, we may also keep a record of your job title, where you work or what work you do, or the kind of support, engagement or service you are offering to us or doing about us, or have done, offered or given in the past.

How do we process your personal data?

Art the Arms Fair complies with our obligations under *[the GDPR]* by keeping personal data up to date; by storing and destroying it securely; by not collecting or retaining excessive amounts of data; by protecting personal data from loss, misuse, unauthorised access and disclosure and by ensuring that appropriate technical measures are in place to protect your personal data. We do not share your personal data with anyone outside the Art the Arms Fair core volunteer group, all of whom are within the UK.

We store your personal data on MailChimp; any emails you send in response to ours go to our Gmail account. MailChimp and Google are committed to achieving GDPR compliance in May 2018; you can read their [privacy notices](#) here: https://mailchimp.com/legal/privacy/?_ga=2.122214667.1093434236.1526739242-256515684.1505997359 and here: <https://policies.google.com/privacy/update>

We use your personal data for the following purposes: -

- Fundraising and marketing emails:

We will only contact you with fundraising and marketing emails if you have given us your explicit permission to do so.

It is always your choice as to whether you want to receive information about our work and events, how we raise funds and the ways you can get involved. If you do not want us to use your personal information to contact you about these things, please do not opt in to receive our communications. You can always contact us to opt out at any point using the contact details below, or by clicking the ‘unsubscribe’ link at the end of

our emails, and we will stop contacting you. The only personal information of yours which we will keep will be what we need to ensure we don't contact you again. (e.g. if you unsubscribe to our emails, we'll add your email address to a blocked list and delete, anonymise or pseudonymise the rest of your personal data.)

We want to keep our communications with you accurate and relevant. If at any time, you notice inaccuracies in the data we hold about you, or something changes (for example you change your name) please contact us using the details below and we will be happy to amend it. We will restrict processing of your personal data until it has been corrected.

Our volunteer communications team can be contacted on 07714194714 or by emailing rhiannafrances@gmail.com

- To provide robust and auditable records now and in the future:

Collecting and processing your personal information is a necessary part of our work: it enables us to contact you with information and news about Art the Arms Fair in the ways to which you have consented. We want to make sure that we meet your expectations of how we process your data and those required of us by Law.

If you would like to know what information we hold about you, please contact our volunteer Communications Team on 07714194714 or email rhiannafrances@gmail.com

- To send press releases and other journalistic communications:

If, as a member of the press, you have given us your explicit consent to receive press releases and other communications now and in the future about Art the Arms Fair, we will store and use your personal information only for this purpose. This does not mean you have opted in to receive fundraising and marketing emails from us of the type that will go to our supporters, unless you have asked us to contact you in this way as well.

Our volunteer communications team can be contacted on 07714194714 or by emailing rhiannafrances@gmail.com

- Organisational and informative emails for volunteers:

If as a volunteer you have given us your explicit consent to receive communications with us about volunteering for Art the Arms Fair, we will store and use your personal information only for this purpose. This does not mean you have opted in to receive fundraising and marketing emails from us of the type that will go to our supporters, unless you have asked us to contact you in this way as well.

Our volunteer communications team can be contacted on 07714194714 or by emailing rhiannafrances@gmail.com

- To monitor website traffic and improve your experience of managing the website:

Information we get from your use of our website and services. We collect information about the services you use and how you use them, like when you visit our website or pages, or view and interact with our ads and content. We are able to confirm what browser you are using, IP address and computer operating systems that are being used and it is in our legitimate interest to use this information to

improve the services we offer and ensure the web site is functioning correctly. For full details about our cookie policy see the Cookie Policy section below.

Cookies

We set a number of cookies to help improve your experience on the site and provide information on how the site is being used. [You can find more information about cookies here.](#)

First party cookies

First party cookies are set by Art the Arms Fair. We use first party cookies to improve your experience on the website. The following cookies are set by Art the Arms Fair:

Cookie name	Description
cookie-notice-1	This cookie prevents the statement about our use of cookies showing repeatedly
comment_author, comment_website, comment_email	Created after leaving a comment & allows the website to automatically fill comment fields.

Third Party cookies

Third party cookies are set by external services on Art the Arms Fair's behalf. We use external services to improve your experience on the website and provide information on website usage. The following cookies are set by third parties:

Cookie name	Description
__gat, __ga, __gid	These cookies are set by Google Analytics. This service allows us to monitor the usage of the website – number of visitors, referring sites, etc. Google Analytics' privacy policy is available here.
Fr	This cookie is set by Facebook and allows us to monitor the effectiveness of our Facebook advertising. Facebook's privacy policy is available here.

Social networking plugins

On some pages we include social networking plugins for Facebook, Twitter and Google+. These plugins may set cookies. Privacy policies can be found at:

- Facebook: <http://www.facebook.com/about/privacy/>
- Twitter: <http://twitter.com/privacy>
- Instagram: <https://help.instagram.com/155833707900388>
- Google: <http://www.google.com/intl/en/policies/privacy/>

Tracking

We use multiple first and third party technologies such as pixel tags and web beacons to track and improve the user experience on our sites, quality of service and to monitor the effectiveness of campaigns and digital marketing activity.

We may use them to:

- See what website content is popular and how people are using the site as they allow us to track users' movement through our websites. This type of information is amalgamated so that we can build up a picture of how the site is performing.
- Make sure we offer you a consistent service. For example, if we are testing new website content or we want to run a survey, we use tracking to remember what content you have seen or if you have already been asked to join the survey.

In addition, when we email you, we may place a tag (also known as 'tracking pixel') on the email we send out. These let us monitor performance of our email marketing activity.

What is the legal basis for processing your personal data?

We are registered with the Information Commissioner's Office for the United Kingdom and ensure that we use your information in accordance with all applicable laws concerning the protection of personal information. Our legal basis for processing your personal data is your consent.

Sharing your personal data

Your personal data will be treated as strictly confidential, and will be shared only if necessary within our core group of Art the Arms Fair volunteers who organise the work we do.

How long do we keep your personal data?

If you have given us your consent to do so, we will keep your personal data for an indefinite amount of time – until the DSEI Arms Fairs in London stop, or until we stop organising Art the Arms Fair – or until you opt out.

Your rights and your personal data

You have the following rights with respect to your personal data: -

- The right to request a copy of your personal data which Art the Arms Fair holds about you;
- The right to request that Art the Arms Fair corrects any personal data if it is found to be inaccurate or out of date;
- The right to request your personal data is erased where it is no longer necessary for Art the Arms Fair to retain such data;
- The right to withdraw your consent to the processing at any time;
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing;
- The right to lodge a complaint with the Information Commissioners Office.

Details of automated decision-making

Your personal data will not be used for automated decision-making or profiling.

Further processing

If we wish to use your personal data for a new purpose, which is not covered by this Privacy Notice, then we will provide you with a new notice explaining the new purpose before starting the processing. Where and whenever necessary, we will seek your consent before starting the new processing.

Contact Details

To exercise all relevant rights, queries of complaints please in the first instance contact the volunteer Communications Team by emailing or calling Rhianna Louise on rhiannafrances@gmail.com or 07714194714.

You can contact the Information Commissioners Office on 0303 123 1113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire. SK9 5AF.