

LANDMARK ARTS CENTRE

Privacy Policy for Landmark Arts Centre

Introduction

The Landmark Arts Centre is dedicated to protecting the privacy and security of your personal information. This document outlines our practices for collecting, using, and safeguarding personal data in accordance with the General Data Protection Regulation (GDPR) and the Data Protection Act.

How We Collect Your Information

Personal information is collected through interactions such as:

- Sign up for our mailing list
- Purchase tickets for concerts or live events
- Enrol in courses or workshops
- Become a Landmark Friend
- Making a donation
- Apply to exhibit at our exhibitions or fairs
- Hire our venue

The types of information gathered include contact details, areas of interest in our activities, attendance history, Landmark Friends' membership details, and professional information for artists.

Use of Personal Information

The information collected is utilized for the purpose of managing bookings, subscriptions, and memberships, along with sending communications about forthcoming events, workshops, and exhibitions. The processing of this data is based on the legal grounds of consent, the necessity for the performance of a contract, legal obligations, or for purposes of legitimate interests pursued by our centre.

Data Sharing and International Transfers

We engage with trusted data processors such as Ticketsolve, Mailchimp, Give a Little, and CAF Donate for essential services. We also share necessary data with HM Revenue & Customs (HMRC) for the administration of Gift Aid. To enhance our services and understand our audience better, we occasionally share anonymized data with other organizations for analytical purposes. Any future partnerships with new processors will be subject to rigorous data protection vetting to ensure your data remains secure and is used appropriately. All sharing agreements comply with GDPR requirements, ensuring the privacy and integrity of your personal data are maintained.

Feedback Forms and Surveys

Feedback forms and surveys are used to gather insights from our patrons, helping us to enhance our services and tailor our offerings. The information collected is anonymized and analysed to improve our understanding of audience preferences and service quality.

Financial Information and PCI Compliance

For processing financial transactions, including online and telephone payments, we employ services like Global Payments, WorldPay, and Stripe. These services are compliant with the Payment Card Industry

LANDMARK ARTS CENTRE

Data Security Standard (PCI DSS), ensuring that financial data is processed securely. After transactions, no credit card details are stored.

Data Security Measures

Personal data is stored on password-protected systems and is accessible only to trained staff. We implement regular updates to system access credentials and conduct system monitoring. Access rights are removed promptly when staff members leave the organisation.

Cookies and Website Tracking

Our website uses various types of cookies to enhance user experience, provide customized content, and analyse website traffic. Here is how we use cookies:

- **Strictly Necessary Cookies:** These are essential for the operation of our website, enabling basic functions like page navigation and access to secure areas of the website.
- **Analytical/Performance Cookies:** We use Google Analytics 4 (GA4) to track and report website traffic. GA4 helps us understand how visitors interact with our website by collecting and reporting information anonymously.
- **Functionality Cookies:** These cookies allow our website to remember choices you make (such as your user name, language, or the region you are in) and provide enhanced, more personal features.
- **Targeting Cookies:** These cookies are set through our site by advertising partners, such as YouTube. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They work by uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies), you may not be able to access all or parts of our site.

We use a GDPR Cookie Compliance plugin for WordPress to manage cookie preferences.

How to Opt Out

You can opt out of marketing communications at any time. Each email we send includes an unsubscribe link at the bottom, allowing you to remove yourself from future marketing emails easily. Please note that opting out of marketing communications does not affect our ability to send you important transactional messages related to your bookings or memberships, which are necessary for fulfilling our contractual obligations to you. We are required to retain certain personal information to complete your transactions and provide the services you have requested.

Retention of Personal Data

Personal data is retained for as long as necessary to fulfill the purposes for which it was collected, or as required by law. If you request the deletion of your data, we will remove it from our systems unless there are overriding legal reasons for retention.

Your Rights Under GDPR

You have the right to request access to your personal data, to ask for it to be corrected or deleted, and to object to processing. For any inquiries, to exercise your rights, or if you have concerns about our data

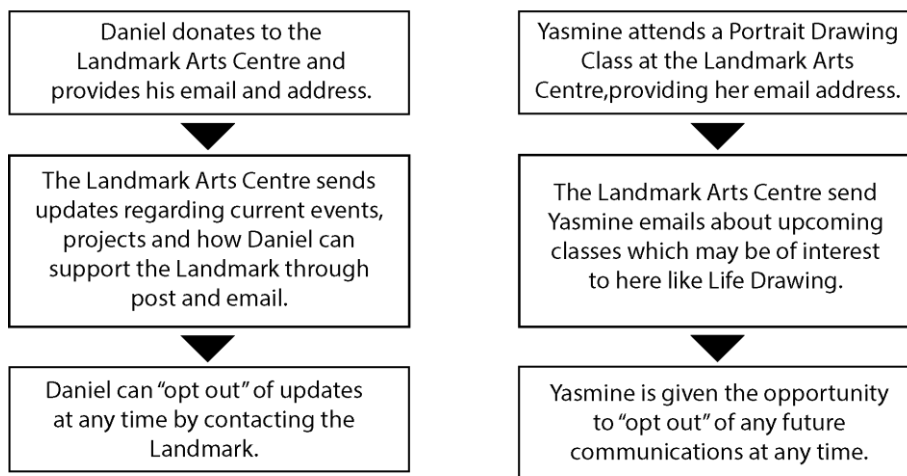
LANDMARK ARTS CENTRE

practices, please contact our Data Protection Officer, Harper Ray, via email at info@landmarkartscentre.org

Legitimate Interests for Mailing

We will contact customers by email for marketing purposes if they have engaged with our services within the last three years. The basis for this communication is our legitimate interest in keeping you informed about our offerings. During any transaction process, you will be given the choice to opt-in to these communications, with a pre-selected option that can be deselected should you wish not to receive such updates.

Example scenarios of contacting supporters using Legitimate Interest



Consent Records Management

Consent is actively managed and recorded through our CRM systems, Ticketsolve and Mailchimp. We routinely monitor and verify consent accuracy, and address any discrepancies as soon as they are identified. We will process requests for data access, correction, or deletion promptly and efficiently.

Data Protection Act (DPA) Compliance

We adhere to the DPA 2018 through staff training on data protection principles, maintaining comprehensive data processing records, and ensuring transparency in all our data processing activities.

Data Security

Data is secured on password-protected systems and only accessible to trained staff. Regular updates, system monitoring, and prompt removal of ex-employee access are standard practices. Data breach protocols will be followed and reported to the ICO as necessary.

Policy Review and Updates

This policy is reviewed regularly and updated as necessary to reflect changes in legislation, regulatory requirements, or our operations. Any significant changes will be communicated through our website, ensuring our patrons are always informed about how their personal data is used

Contact Details

For any enquiries regarding your personal data, to exercise your rights, or if you have any concerns about our use of your information, please contact our Data Protection Officer

LANDMARK ARTS CENTRE

Harper Ray, or reach out via our general enquiries email:

- Email: info@landmarkartscentre.org
- Address: Landmark Arts Centre, Ferry Road, Teddington TW11 9NN

Harper Ray serves as the Director and Data Controller for Landmark Arts Centre, ensuring compliance with data protection laws and overseeing the management of personal information.

We are committed to maintaining the trust and confidence of our patrons by handling personal information responsibly and with respect