



## ARCADE ARTS PRIVACY POLICY

### Purpose of policy

We are committed to protecting your personal information and being transparent about what information we hold about you. Using personal information allows us to develop a better understanding of the people who interact with us and allows us to provide relevant information about our work.

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 may make changes to this policy from time to time by updating this page. You should check this page periodically to ensure that you are happy with any changes.

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; Information about how we keep your personal information secure, how we maintain it for and your rights to be able to access it. If you have any queries about this policy, please contact us.

Download a free Easy Read document called '[Your rights about your personal information](#)', created by [Easy Read Online](#).

### Who we are

Arcade Arts Ltd (trading name ARCADE) is a not for profit company limited by guarantee. We are funded by Arts Council England as well as various trusts, foundations. Our company number is 12571419. Our registered address is ARCADE, C/O Bridlington Spa, South Marine Drive, Bridlington, YO15 3JH.

### Information collection

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

#### ***Information you give us***

When you register for our mailing list on the website, we'll store personal information you give us such as your name and email address.

#### ***Information about your interactions with us***



For example, when you visit our website, we collect information about how you interact with our content. When we send you a mailing we store a record of this, and in the case of emails we keep a record of which ones you have opened and which links you have clicked on.

### ***Information from third parties***

We occasionally receive information about you from third parties. For example, we may use third party research companies to provide general information about you, compiled using publicly available data.

### ***Sensitive personal data***

Data Protection law recognises that certain categories of personal information are more sensitive such as health information, race, religious beliefs and political opinions. We do not collect this type of information about our patrons unless there is a clear reason for doing so, for example, a participant in a workshop may have a health issue we need to know about.

Any other sensitive personal data will only be collected anonymously for statistical reporting only.

### ***Legal basis***

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

#### ***Contract purposes***

If 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.

#### ***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 prejudice to you by using your personal information in this way. We describe below all situations where we may use this basis for processing.

#### ***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.



## **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 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.

We use our legitimate organisational interest as the legal basis for communications by post and email. In the case of postal mailings, you may object to receiving these at any time using the contact details at the end of this policy. In the case of email, we will give you an opportunity to opt out of receiving them during your first purchase with us. If you do not opt out, we will provide you with an option to unsubscribe in every email that we subsequently send you, or you can alternatively use the contact 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. Please bear in mind that this does not apply to telephone calls that we may need to make to you related to your purchases (as above).

## **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 and adverts that you interact with.

We may use profiling techniques or third party wealth screening and insight companies to provide us with information about you that will help us to communicate in a relevant way with you, in particular when we are approaching you about potential philanthropic support. Such information is compiled using publicly available data about you.

In all of the above cases we will always keep your rights and interests at the forefront to ensure they are not overridden by your own interests or fundamental rights and freedoms. 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 at the end of this



policy. Please bear in mind that if you object this may affect our ability to carry out the tasks above that are for your benefit.

## **Third parties**

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

To the subsidiaries described above when it is necessary for them to be able to provide you with products or services that you've requested.

To our own service providers who process data on our behalf and on our instructions (for example our 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 visiting companies whose performances you have attended. In these cases we will always ask for your explicit consent before doing so.

To approved audience development organisations to analyse anonymised data to provide marketing insights to inform our business decisions. 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.

## **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 (for example to keep track of your basket) as well to provide website operators with information on how the site is being used. Cookies can be switched off by changing your browser preferences within your settings, but switching off cookies can result in loss of function on the website.

To understand more about cookies go to <http://www.allaboutcookies.org/>

### **First Party Cookies**

These are cookies that are set by this website.

### **Google Analytics (Google Inc.)**



Google Analytics is a web analysis service provided by Google Inc. (“Google”). Google utilizes Data to track and examine website use, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

### **Third Party Cookies**

Our website includes hyperlinks to third party websites. We have no control or responsibility over the privacy policies and practices of third parties.

## **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.

We will not transfer, process or store your data anywhere that is outside of the European Economic Area.

## **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.

## **Photography and Film**

We may take photography or video at our workshops, sessions or events. We will always let people know that this is going to happen. If you do not want to be included on our website or in our photography or film please tell us by contacting [rach@hello-arcade.com](mailto:rach@hello-arcade.com)

## **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.



ARCADE Arts Ltd, C/O Bridlington Spa, South Marine Drive, Bridlington, YO15 3JH

Rachael Drew, Co-Director

If you have any concerns regarding our handling of your data or if you wish to find out any further information on the law regarding data protection you can contact the Information Commissioner's Office (ICO) on 0303 123 1113 or [click here](#).