

# GRAND UNION

## Privacy Policy

Grand Union is committed to protecting your personal information. We also want to maintain the trust and confidence of every one of our audience members and supporters, as well as each visitor who uses our website ([www.grand-union.org.uk](http://www.grand-union.org.uk)).

### 1. Privacy Notice

Our Privacy Policy gives you detailed information on when and why we collect your personal information, how we use it and how we keep it secure.

### 2. About Us

Grand Union is a not for profit company limited by guarantee under the name Grand Union Studios Ltd (Company Number 06983042). Grand Union is the data controller of your personal information.

Contact details for Grand Union:

Grand Union  
19 Minerva Works  
Fazeley Street  
Birmingham  
B5 5RS

By phone +44 (0)121 643 9079 or you can message us via our website:  
<https://grand-union.org.uk/contact/>

If you have questions regarding your information or its use, please contact our Data Protection Manager by email: [kim@grand-union.org.uk](mailto:kim@grand-union.org.uk) or by phone: +44 (0)121 643 9079

### 3. Legal Compliance

Grand Union is a Data Controller for the purpose of compliance and we operate in accordance with UK and EU law, including:

The Data Protection Act, 1998  
The Privacy and Electronic Communications (EC Directive) Regulations 2003  
EU General Data Protection Regulation (GDPR) 2018

You can access information about Grand Union in the ICO Register of Data Controllers at [ico.org.uk/esdwebpages/search](http://ico.org.uk/esdwebpages/search)

#### 4. How We Collect Your Personal Information

We collect your information when you decide to interact with us. This could include when you sign up to receive emails from us or when you attend an event or purchase an item through our online shop.

We also look at how our audiences use our websites, so that we can offer the best possible experience, whether you're finding out about opening times or just trying to find out more about our latest exhibitions.

We collect information in a number of ways which are listed below:

- Join as a friend or patron
- Make a donation
- Volunteer with us
- Buy merchandise or editions from our online shop
- Complete an online survey or audience data survey in the gallery space
- Contact us by post, e.g. application forms for friends or patrons
- Attend an event
- Sign up to our mailing list
- Apply to one of our opportunities (residency, studio, open call)
- Use our various social media platforms (twitter, facebook, instagram)
- Visit our website: we use cookies to help make the experience of using our website better and to personalise the service you receive from us – this means we will remember your previous visits and track the pages on our website that you visit.

#### 5. The Types of Information We Collect

We only collect the information that's necessary to carry out our business, provide the particular service you've requested and to keep you informed. The type of information we collect depends on where and when it is gathered, see section 4.

We may collect:

- Prefix and name
- Gender
- Email address
- Date of Birth
- Education and employment history
- Contact phone number(s)

- Payment card details. Please note, we will not hold payment information for any longer than it takes to process your transaction.
- Delivery address(s)
- Billing address
- IP addresses – when you visit our site, we will automatically receive your IP address, a unique identifier for your computer or other access device.
- Cookies - As with the majority of websites, we collect cookies to enhance user experience and to enable our site to properly function.

## 6. Why We Collect Your Personal Information and How We Use It

We use information held about you in the following ways:

- To provide the service, goods or information that you request from us
- To promote the services, programme and activity we offer
- To notify you of changes to the services, programme and activity we offer
- To contact you to respond to your queries (if you email us with a question, for example)
- To contact you to ask you to respond to surveys and questionnaires and prepare statistical analysis
- For administration purposes e.g. to administer donations
- To comply with legal or regulatory requirements
- To support and manage our employees
- As part of our efforts to keep our site safe and secure
- To further our charitable aims, including (if you have consented to these) fundraising activities

We may hold and analyse your data in order to improve our understanding of our target audiences and of our supporters. This is so we can offer you the most appropriate access to our exhibitions, public programme and report to key funders such as Arts Council England. This information is kept under review to ensure we are able to use the latest technologies to improve and personalise our services.

If you have agreed that we may contact you for marketing purposes, we may send you emails and other communications with news and information about Grand Union that we feel may be of interest to you, such as exhibitions and about our other events, activities, products and services.

## 7. How We Handle Your Information and Other Organisations

### **Disclosure of your information**

The personal data you give Grand Union is held securely and, unless otherwise stated, will never be passed on to third parties. We may outsource functions, such as the use of marketing

apps including Eventbrite, and those third party processors will be responsible for the safe and confidential processing of personal data on our behalf. We may also disclose personal information where permitted by law or where we are under a duty (including for crime and fraud prevention).

When you visit our site we use a third party service, Jetpack, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Jetpack to make, any attempt to find out the identities of those visiting our site.

The data that we collect from you may be transferred to and stored at a destination outside of the European Economic Area (EEA). It may also be processed by our service providers operating outside of the EEA.

We take steps to ensure that in the event that your information is transferred outside of the EEA by our services providers, appropriate measures and controls are in place to protect that information in accordance with applicable data protection laws and regulations.

### **Data control**

Grand Union is the data controller for all data we collect and store. We collect personal information through a number of different ways when you choose to interact with us, all of which are subject to strict data security processes to ensure your personal information is kept safe at all times.

In addition we use the following data processors to enable us to collect, process and securely store the data we obtain.

- We use Eventbrite to process all ticket bookings and donations
- We use Mailchimp to manage our email communications

Grand Union is not responsible for the privacy notices and practices of other websites even if accessed using links from [www.grand-union.org.uk](http://www.grand-union.org.uk) and recommends that you check the policy of each website you visit and contact its owner or Data Protection Manager if you have any concerns or questions.

Despite all our precautions, no data transmission over the internet is 100% secure. So, we cannot guarantee the security of any information which you disclose to us and so wish to draw your attention to the fact that you do so at your own risk.

### **8. How We Protect Your Data**

Grand Union is committed to protecting the personal information you entrust to us. We adopt

robust and appropriate technologies and policies, so the information we have about you is protected from unauthorised access and improper use e.g. our own network is protected.

We will keep your information only for as long as is reasonably necessary for the purposes set out in this privacy notice and to fulfil our legal obligations. We will not keep more information than we need. The retention period will vary according to the purpose, for example if purchasing a ticket only, we will typically keep your data for up to ten years from the date of your last transaction whereas if you have pledged a legacy to Grand Union, we will hold your details until notified by your executors. For further information about how long we will keep your information, please contact the Data Protection Manager using the contact details outlined in this notice.

If you ask us to stop sending direct marketing communications to you, we will keep the minimum amount of information (e.g. name, address or email address) to ensure we adhere with such requests.

#### 9. Your Rights

You should find it easy to access and amend the personal information that we hold on you, or request that we stop contacting you. It's your data and we want to make sure you feel in control of it.

If you have subscribed to our mailing list, you can amend your personal details and email contact preferences at any time. Simply click on the link at the bottom of our emails or on our website.

Or, if you prefer, you can contact us by phoning, emailing, or writing using our contact details below.

Every email we send to you will include details on how to change your communications preferences or unsubscribe from future communications.

You can also request full details of personal information we hold about you under the Data Protection Act 1998, or after 25 May 2018, The General Data Protection Regulation, by contacting the Data Protection Manager. Please send a description of the information you would like to see, together with proof of your identity to [kim@grand-union.org.uk](mailto:kim@grand-union.org.uk).

At any time you have the right to ask Grand Union to amend or stop how it uses your personal information including for marketing purposes. You can do this by clicking on the mailing list button on our website, or by contacting us by phone, email or by writing to use using our contact details below.

You have the right to get information held about you by us corrected. If you have any concern about the accuracy of your personal data, please let us know using the below contact details.

If you would like us to remove the personal information we hold about you, please contact us using the below contact details.

You have the right to lodge a complaint with the supervisory authority, The Information Commissioner's Office – [www.ico.org.uk](http://www.ico.org.uk)

By email: [kim@grand-union.org.uk](mailto:kim@grand-union.org.uk)

By phone: +44 (0)121 643 9079

By post: 19 Minerva Works, Fazeley Street, Birmingham, B5 5RS

#### 10. Updates or Changes to the Privacy Policy and Further Information

This notice was updated on 24 May 2018. It may be updated to take into account changes at Grand Union for example to reflect changes to regulation or legislation.

Updates to this policy will be posted on this page – please check back from time to time.