

DATA PRIVACY POLICY

Our pledge to you:

Is to hold your data securely;
Share only where you agree;
Use your data to tailor the information we provide you and improve our services;
Put you in control by allowing you to update, delete and access your data;

1. Who are we?

This policy covers how we, Allendale Creative Artists Community Interest Company (ACACIC) collect, use, disclose, transfer and store your data.

Allendale Creative Artists began as a co-operative of professional artists and small businesses. By 2006 they inhabited a lively rural hub in Allendale Market Square, which then quickly grew into ACACIC, an award-winning social enterprise and community interest company which operates Allendale Forge Studios (the Forge). The Forge is a hub for artists, the local community and visitors to enjoy. A not-for-profit organisation, we continue to work with volunteers, maintaining a valuable resource and community hub, unique within the beautiful setting of the North Pennines.

Our website <https://www.allendaleforgestudios.co.uk> has more details about who we are and what we do. Please visit this site for information on how we can work together.

This privacy policy covers how we handle consumer data within ACACIC and on this website. It tells you:

The information we collect (personal or not)
Why we collect it
How long we store it
Our legal basis for processing your personal data
Who if anyone we disclose your personal data to
Your rights and how you can see, update or delete your personal data
To make it easy to understand what data we collect about you we have grouped this policy into how you and others get information from us/ interact with us
Our digital services. This includes our website and apps, managed by us
Services we use to communicate like social media

You can contact us directly, via email, phone, letter or meet us in person at events or in the Allendale Forge Studios.

When you use our digital services:

2. Website Analytics

We use website log files, cookies, digital analytics (Google) and heat mapping software, to gather information about how people use our website.

We do not collect or store your personal information (e.g. your name or address) in our website analytics. However, we can recognise that behaviours belong to a single person. The information collected helps us investigate whether our website meets its users' needs as well as to evaluate how it can be improved. We store information about what pages you visit, how long you are on the site, how you got here and what you clicked on.

If we were ever to obtain your personal data via the routes in this policy, we may combine website analytics data with your personal data. For more information please see the section on Joining data and Profiling.

Website log files collect your IP address, when you visited the site and the pages you visited. IP address is a numeric code assigned to a device based on your geographical location. If for example you are in Hexham your IP address will be the same as other users accessing the internet from Hexham.

Cookies are small text files which are delivered onto your computer by websites that you visit. Our use of cookies is integral to both the current visitor experience and how we shape and grow our web-based services in the future. You can read more about how we use cookies on our cookies page.

When enabled heat mapping software will record mouse clicks, mouse movements, scrolling activity. It logs that you entered text but not the information entered. This software uses Cookies. You can read more about how we use cookies on our cookies page.

Third party vendors, including Google, use cookies to serve ads based on a user's prior visits to ACACIC website(s).

Users may opt out of Google's use of cookies by visiting the Google advertising opt-out page.

3. Complaints

When you make a complaint to us, you can do so via email, telephone, letter or at the Allendale Forge Studios. The complaint is logged by us and an ACACIC director will review and respond to it.

A complaint can be made anonymously. However if you do provide personal data, we request your full name and address. We will only use the personal information we collect to process the complaint and to check on the level of service we provide.

By giving us your personal data you consent to us processing it. We retain personal data obtained from complaints for five years and then confidentially destroy it.

4. Requesting information

You may request information by post. In order to respond to such a request, we need your name and postal address and the information requested. Our legal basis for processing such requests is contract and we will retain the information you provide for two months after the request.

When you request information from us via our website we also collect a unique identifier which Google assigns to you.

However, if you consent to future marketing we will continue to process your data on that basis. We store this in a secure database for five years after your last communication with us, unless you withdraw consent. If you withdraw consent it will be deleted within a month.

5. Requesting e-newsletters

We may from time to time publish e-newsletters. To provide these newsletters, we request contact details including, but not limited to, your email address, country, and postcode.

We only collect this data when we have your consent and retain it on a secure database. We store this data for five years after your last communication with us, unless you withdraw consent. If you withdraw consent it will be deleted within a month.

When you sign up for e-newsletters we also collect a unique identifier which Google assigns to you.

6. When you contact us directly

When you phone us we do not collect caller line identification information when you call us. We will only collect personal information that you consent to provide to us in order to deliver a service.

When you email us

When you contact us via email, we will retain your email and our response to it for as long as the business issue remains. After this, the information will be confidentially destroyed.

When you write to us

When you contact us via post, we will retain your letter/postal address/personal information and our response to it for as long as the business issue remains. After this, the information will be confidentially destroyed.

7. When we meet in person

We will collect personal information from you which will help us to deliver a service: for example, to book a room or an event. Once the business use has passed, we will destroy this data confidentially.

WiFi

To use WiFi at the Forge, you need to accept our terms and conditions. We may request your name and email address. This information is held only while you are using WiFi and is then deleted.

8. Sign up to our Mailing List

To find more information about this, see the relevant section of our website.

9. Provide feedback or make a complaint

If you want to provide feedback or make a complaint, you can do anonymously, or provide personal data so we can respond to you.

If you do provide personal data, we will request your full name and address. We will only use the personal information we collect to process the feedback or complaint and to check on the level of service we provide.

By giving us your personal data you consent to us processing it. We retain personal data obtained from complaints for five years and then confidentially destroy it.

10 Fulfilling orders

When you make a purchase online, we retain financial information about the transaction. We have a legal requirement to retain this data for seven years. Then it is destroyed.

11. When we contact you

Email

We may email you regarding a product or service or in response to a request you have made. Your data will be stored for the purpose and time required to fulfil this.

We only send emails to you promoting Allendale Forge Studios where we have your consent. However, if you subscribed to regular information via email before 25 May 2018, you have not asked us to stop and you have engaged with the content recently we will continue to contact you. The legal basis for this is legitimate interest.

We store this in a secure database for five years after your last communication with us, unless you withdraw consent. If you withdraw consent, we will delete your data within a month.

12. Post

Occasionally we may send information by post.

We only communicate to you via post where we have your prior consent. Our legal basis for processing this data is consent.

If you subscribed to receive information via post before 25 May 2018, you have not asked us to stop and we believe the information is in your interest we will continue to contact you. The legal basis for this is legitimate interest.

We store this information for five years after consent has been withdrawn or we no longer believe it in your interest.

13. Joining data and profiling

We want to provide the best possible service to you. To achieve this we, where possible, join anonymous and personal data.

When you provide personal data via a form on our website, we collect a unique ID assigned to you by Google. We use this to combine your personal information with information from Google. The information we collect from Google includes how you reached our website and your behaviour whilst on the site. This applies to visits where you submit a form, previous and future visits, if available.

We may use this information to improve our service to you and to tailor the information we provide in future. Personal data is stored for as long as the purpose intended (see section: 'When you provide personal data').

Profiling is defined as under the General Data Protection Regulations as the automated processing of personal data to evaluate certain things about an individual. Profiling can be part of an automated decision-making-process. Automated decision-making is making a decision solely by automated means without any human involvement.

We may use these techniques to make the information in our emails, website or app more relevant to you. We therefore process this data in your legitimate interest. If you do not want us to use your data in this way, please email us at email@allendaleforgestudios.co.uk. Likewise if you would like to see the data that we use for this purpose contact us.

14. Your rights

Under the General Data Protection Regulations, you have rights as an individual which you can exercise in relation to the information we hold about you.

You can read more about your individual rights on the Information Commissioner's Office website at <https://ico.org.uk>.

15. Access to personal information

ACACIC tries to be as open as it can be in terms of giving people access to their personal information. Individuals can find out if we hold any personal information by making a 'right of access' request under the General Data Protection Regulations. If we do hold information about you we will:

- Give you a description of it;
- Tell you why we are holding it;
- Tell you who it could be disclosed to; and
- Let you have a copy of the information in an intelligible form.

16. Links to other websites

This privacy policy does not cover any links within our website linking to other websites. We encourage you to read the privacy statements on the other websites you visit.

17. Changes to this privacy policy

We keep our privacy notice under regular review. This privacy notice was last updated on 9 May 2018.

Since this policy is under regular review, you may wish to check it each time you submit personal information. If you do not agree to these changes, please do not continue to use the ACACIC website to submit personal information. If material changes are made to the Privacy Policy, for instance affecting how we would like to use your personal information, we will provide a more prominent notice.

You can access this policy at any time through the link on our website and from any e-newsletters we may send you.

18. How to contact us

ACACIC tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to tell us if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures.

This privacy notice was drafted with brevity and clarity in mind. It does not provide exhaustive detail of all aspects of ACACIC's collection and use of personal information. However, we are happy to provide any additional information or explanation needed. Any requests for this should be sent to the address below.

Email us at email@allendaleforgestudios.co.uk.

Telephone: 01434 683795

Or write to:

ACACIC
Allendale Forge Studios
Market Place
Allendale
Northumberland NE47 9BD