

## **PRIVACY POLICY**

The Showroom takes the privacy and security of all its users seriously and is committed to protecting your personal information. 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.

This notice was updated on 15 May 2018. It may be updated to take into account changes at The Showroom or to reflect changes to regulation or legislation. The Showroom may at any time change this policy by publishing a new version on our website. Please check back from time-to-time. You accept that by doing this The Showroom has provided you with sufficient notice of the change.

### **DATA PROTECTION**

We operate in accordance with current UK and EU data protection legislation.

The Showroom is a charitable company limited by guarantee incorporated in England and Wales (Registered charity No 1055262) (Registered company No 3194071) The Showroom is the data controller of your personal information.

Contact details for The Showroom:

The Showroom, 63 Penfold Street, London NW8 8PQ  
+44 (0) 20 7724 4300 [info@theshowroom.org](mailto:info@theshowroom.org)

If you have questions regarding your data or its use, please contact our Data Protection Manager by email: [dpm@theshowroom.org](mailto:dpm@theshowroom.org) or by phone: +44 (0) 20 7724 4300

Your personal information will not be used for any unrelated purpose without your consent. By disclosing your personal information to us, by using our website or by telephone or written correspondence, you consent to the collection, storage and processing of your personal information by The Showroom.

Please read the policy carefully as by providing your personal data to The Showroom you will be deemed to have consented to the processing of such data.

### **HOW/WHEN DO WE COLLECT YOUR DATA?**

Generally, we collect your information when you decide to interact with us. The Showroom may collect certain specific personal information from when you join our mailing list, join as a supporter, book tickets or register to attend events, visit the gallery, respond to campaigns or call outs, buy something from us, provide feedback, by visiting our website, or by interacting with us by email, telephone or through written correspondence.

When visiting our website we may collect data using Google Analytics. We collect information about how our visitors use and navigate our website.

### **WHAT INFORMATION DO WE COLLECT ABOUT YOU?**

The sort of personal information we collect about you may include your name, mailing address, home or mobile telephone number, e-mail address and preferences.

We do not collect or process sensitive data (such as ethnic origin, physical or mental health, political or philosophical views or sexual orientation), except through anonymous audience questionnaires which visitors can fill in on a voluntary basis when visiting the gallery. The information we collect in these questionnaires includes: gender, ethnic group and disability.

#### **Supporters**

In some cases we store financial information of some of our supporters in order to process payments.

For a small number of our audience we may also collect information that is available publicly such as can be found in places such as Companies House, information that has been published in articles/newspapers, business network information, support of other organisations and interests in order to help us understand who might be able and interested in supporting a particular project or activity. We may also use publicly sourced images to help identify individuals who attend our special events.

## **HOW DO WE USE YOUR DATA?**

We only collect the information that's necessary to carry out our business, provide a service or carry out a contract with you (e.g. to fulfil ticket, merchandise, donation and membership requests, process payments) or to keep you informed of our activities. We would use it to contact you with important information relating to your booking or purchase, such as confirming your order, reminding you of an upcoming event you've booked for or letting you know about changes or issues that may affect your visit.

Where we have your consent we will send you updates via email about what's on, offers, news or fundraising.

We will process data where we have justifiable reason (including legal obligation and legitimate interest).

We may also use your personal information to communicate with you, for record keeping purposes, and in aggregate (and therefore anonymously) for market research purposes, to track activity on our website, to publish trends or to improve usefulness and content.

To classify our audience into groups or segments, using booking and publicly available information. These segments help us to understand our audience better and ensure we're sending relevant messages to each group.

To measure and understand how our audiences respond to a variety of marketing activity so we can ensure our activity is well targeted, relevant and effective.

To analyse and continually improve the services we offer including our artistic output, our website and our other products.

To keep our database accurate and relevant.

Information collected through Google Analytics is used to report to funders such as Arts Council England and to analyse usage of the website so that we can work to improve user experience.

## **WHO WE MIGHT SHARE YOUR INFORMATION WITH?**

We will not disclose personal data to any third parties or external organisations, other than data processors carrying out work on our behalf. An example of such a data processor is our bulk email distributor, MailChimp, or other service providers who work on behalf of The Showroom such as website hosting, database, email delivery services or payment processing.

Your personal information may be disclosed only to relevant representatives and working groups of The Showroom. Only necessary information is disclosed.

We will not sell, distribute or disclose your information to third parties without your explicit consent.

We will ask for your consent to share personal information with like-minded arts organisations, exhibition partners or others who work in collaboration with us.

## **DATA SECURITY AND STORAGE**

We take reasonable steps to protect all of your personal information we hold from misuse and loss and from unauthorised access, modification or disclosure. This protection applies in relation to information stored in both electronic and hard copy form. 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.

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.

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.

## **OTHER WEBSITES**

Our website may contain links to other websites which are outside our control and are not covered by this privacy notice. If you access other sites using the links provided, the operators of these sites may collect information from you which will be used by them in accordance with their privacy policy, which may differ from ours.

The Showroom is not responsible for the privacy notices and practices of other websites even if accessed using links from [www.theshowroom.org](http://www.theshowroom.org) 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.

## **YOUR CHOICES**

All reasonable steps are taken to ensure your data is accurate, complete and up-to-date. You can ask to 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. You can update your details through Mailchimp. Or, if you prefer, you can contact us by phoning, emailing, or writing using our contact details: The Showroom, 63 Penfold Street, London NW8 8PQ +44 (0) 20 7724 4300, [dpm@theshowroom.org](mailto:dpm@theshowroom.org)

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 [dpm@theshowroom.org](mailto:dpm@theshowroom.org)

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)