

PRIVACY POLICY

Thank you for your interest in The Showroom. We are committed to protecting your personal information and your privacy and security. Our Privacy Policy gives you detailed information on when and why we collect your data and personal information, how we use it and how we keep it secure.

This notice was updated on 15 March 2022. 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.

DATA PROTECTION: INTRODUCTION

We operate in accordance with current UK and EU data protection legislation. The main legal source is the Data Protection Act 2018.

The Data Protection Act 2018 brought the EU's General Data Protection Regulation (GDPR) into UK law. It governs your personal data rights, including the way companies handle your data and the compensation you can claim for misuse of your data.

We only collect the information that is 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 ('Necessary Information'). 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.

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.

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
- gift information, including payment details where applicable
- Gift Aid status
- details of correspondence sent to you, or received from you
- ticket purchases and attendance
- which of our web pages you visit

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. The information we collect in these questionnaires includes: gender, ethnic group and disability.

HOW/WHEN DO WE COLLECT YOUR DATA? / ABOUT COOKIES

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.

Online data is collected through cookies. Cookies are text files which contain small amounts of information which are downloaded to your computer or Internet device when you visit a website. They are then sent back to the original website on each subsequent visit. More information about cookies can be found at aboutcookies.org

You can change your browser settings to remove, block or withdraw your consent for cookies at any time. But in some cases this may impact your ability to use our website. Browsers recognise different types of cookies and allow you to treat them differently.

There are two main types of cookies, first and third party: First Party Cookies are those set by the website you are viewing. Third party cookies are set by other sites; for example if a video has been embedded from YouTube, YouTube may set a cookie of its own.

Cookies can also last for different durations. Session cookies last until you leave the site, others may last for days or months so the site can recognise you and your preferences on subsequent visits.

We use a number of different cookies on this site. These are necessary cookies that are essential in helping users to move around the website and use its features; such as filling in forms and performance cookies, that collect information about how users use the site, such as which pages are the most visited. These cookies collect anonymous information only and only use any information to improve the site.

HOW OUR WEBSITE LINKS TO THIRD PARTIES

Google Analytics

When someone visits www.theshowroom.org, we use Google Analytics to collect statistical data and details of visitor patterns which tell us which parts of our website visitors use most often. None of this information uses, or requires the use, of personal information and is processed in a way that does not identify individuals. We do not make any attempts to find out the identities of individuals visiting our website.

Mailing List

We use a third party provider MailChimp to deliver our newsletter. We use MailChimp software to help gather statistics on opening rates and clicks on links which help us monitor and improve our communications. Individuals can unsubscribe at any time from newsletters by clicking the unsubscribe link on each e-newsletter. You can view MailChimp's privacy notice here. [General Data Protection Regulation \(GDPR\) Compliance: Get GDPR Consent for Marketing | Mailchimp](#)

Vimeo

We use a third party provider Vimeo to share our video content. We use Vimeo to help gather statistics on opening rates and clicks on links which help us monitor and improve our communications. You can view Vimeo's privacy notice here. [Privacy Policy on Vimeo](#)

Soundcloud

We use a third party provider Soundcloud to share our audio content. We use Soundcloud to help gather statistics on opening rates and clicks on links which help us monitor and improve our communications. You can view Soundcloud's privacy notice here. [Privacy Policy on SoundCloud](#)

Online ticketing

The information you provide when booking tickets online will be used primarily to protect your purchases and attendance at events and also keep you informed about future activities. Please note if you book online for cinema tickets your data is processed by Eventbrite which has its own privacy policy. [Eventbrite & EU Data Protection | Eventbrite Help Centre](#)

Surveys

Responses to questions collated by The Audience Agency are all anonymous. If you choose to share your email address and sign-up to the Gallery's e-newsletters, the personal data you provide in this transaction is stored with our secure online mailing partner, Mailchimp (see above).

Applying for a job

The personal data you provide in order to apply for a job is stored in a restricted access filing system and used for the purposes of shortlisting and interviewing. The information will be deleted six months after the deadline for that job. The legal basis for this is to fulfil a contract.

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 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.

WHO ELSE WE MIGHT SHARE YOUR INFORMATION WITH?

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.

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 and/or to remove your data. It's your data and we want to make sure you feel in control of it.

Contact details for The Showroom:

The Showroom,

63 Penfold Street

London NW8 8PQ

+44 (0) 20 7724 4300

info@theshowroom.org

If you have questions regarding your data or its use, please contact our Managing Director Seema Manchanda, who acts as our Data Protection Manager, by email: seema@theshowroom.org

You can also request full details of personal information we hold about you by sending a description of the information you would like to see, together with proof of your identity to seema@theshowroom.org

If you feel your data has been mishandled you have the right to lodge a complaint with the supervisory authority, The Information Commissioner's Office – www.ico.org.uk

The Showroom is a charitable company limited by guarantee incorporated in England and Wales (Registered charity No 1055262) (Registered company No 3194071)