

# PRIVACY POLICY

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Policy reviewed : March 2018

**Here at Artlink Hull we take your privacy seriously and will only use your personal information to provide you with information that you have requested to receive. This policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the website and Artlink Hull.**

## **Who we are**

Artlink Hull is a charitable company, registered as Artlink Centre for Community Art, trading as Artlink Hull (company registration No 4276250, charity registration No.1091217.) Our registered office is located at 97 Princes Avenue, Hull, HU5 3QP.

## **How do we collect information from you?**

We obtain information about you when you use our website, for example, when you contact us about our products and services, to make a donation or if you register for our newsletter.

## **What type of information is collected from you?**

The personal information that we may collect from you may include:

- Name and title
- Contact information including email address
- Demographic information such post code, preferences of the type information you would like to receive from us
- Information about what pages have been accessed on our website
- Payment details where we have processed debit or credit card payments from you or have been supplied bank details.

## **What we do with your information?**

We may use your information to:

- Contact you with the information you have specified an interest in

- Internal record keeping
- Statistical reporting
- Market research purposes
- From time to time we may contact you about any new events or promotions that we think are closely linked to your preferences
- Process an order or donation that you have made
- Carry out our obligations with you in respect of a contract entered into by you and us

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example the collection of Gift Aid). We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

### **Who has access to your information?**

We do not sell information to third parties.

We do not share information with third parties for use in marketing campaigns.

We may have to share common information with third parties who are working on our behalf for example companies who are processing payments on our behalf or who provide us with software we utilise to store data, such as accountancy information, our bank, our data systems. They are only provided with the information required in order to undertake their services to us and are not permitted to utilise any of this information to carry out their own marketing.

### **Security**

We are committed to ensuring that your information is kept safe and secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial processes to safeguard and protect your data.

## **Your choices**

You have a choice about whether or not you want to receive information from us and can give us preferences for what specific areas you are interested in and not interested in. If we are at any time contacting you with regard to information you do not want to receive, please contact [info@artlinkhull.co.uk](mailto:info@artlinkhull.co.uk) or ring 01482 345 1054 and we will remove you from our contact list or change your mailing preferences accordingly.

## **Up to date information**

If at any time your contact details change or your preferences change, please also contact us to make sure we hold up to date information about you. Please contact [info@artlinkhull.co.uk](mailto:info@artlinkhull.co.uk) or ring 01482 345 1054

## **Cookies**

Like many organisations, our website uses Cookies. These are small bits of information sent to your computer and stored on your hard drive. They allow the website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. It can help us to deliver a better service. Cookies can be switched off by changing your browser preferences within your settings. Switching off cookies can result in losing functionality on websites.

The list below describes the cookies we use on this site and what we use them for. Currently we operate an 'implied consent' policy which means that we assume you are happy with this usage.

### **First Party Cookies**

These are cookies that are set by this website directly.

Google Analytics: We use Google Analytics to collect information about visitor behaviour on our website. Google Analytics stores information about what pages you visit, how long you are on the site, how you got here and what you click on. This Analytics data is collected via a

JavaScript tag in the pages of our site and is not tied to personally identifiable information. We therefore do not collect or store your personal information (e.g. your name or address) so this information cannot be used to identify who you are.

WordPress: Our websites runs the popular WordPress CMS and cookies are used to store basic data on your interactions with WordPress, and whether you have logged into WordPress. We use a session cookie to remember your log-in for you if you are a registered user and we deem these as being strictly necessary to the working of the website. If these are disabled, then various functionality on the site will be broken.

### **Third Party Cookies**

These are cookies set on your machine by external websites whose services are used on this site. Cookies of this type are the sharing buttons across the site allow visitors to share content onto social networks. Cookies are currently set by LinkedIn, Twitter, Facebook, Google+ and Pinterest. In order to implement these buttons, and connect them to the relevant social networks and external sites, there are scripts from domains outside of our website. You should be aware that these sites are likely to be collecting information about what you are doing all around the internet, including on this website.

You should check the respective policies of each of these sites to see how exactly they use your information and to find out how to opt out, or delete, such information.

### **Links to other websites**

From time to time, our website may provide links to other websites. Our privacy policy is only in relation to our own organisation and website and therefore you may want to review the privacy policy of other organisations before you use their websites.

### **Children aged 16 and under**

Children aged 16 or under should seek the permission of a parent or guardian before providing personal information.

## **Privacy policy review**

This policy was last reviewed in March 2018 and is subject to regular review