



Accessible Arts & Media Privacy Policy

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1 Purpose of policy

We're committed to protecting your personal information and being clear and transparent about what information we hold about you.

Using personal information allows us to develop a better understanding of our participants and supporters, and in turn to provide you with relevant and timely information about the work that we do. As a charity, it also helps us to engage with potential donors and supporters.

The purpose of this policy is to give you a clear explanation about how we collect and use the information we collect - from you directly and from third parties. We use your information in accordance with all applicable laws concerning the protection of personal information.

This policy explains:

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Our use of cookies to improve your use of our website
- Information about how we keep your personal information secure, how we maintain it for you and your rights to be able to access it

The Privacy and Electronic Communications Regulations (PECR) give people specific privacy rights in relation to electronic communications.

There are specific rules on:

- marketing calls, emails, texts and faxes;
- cookies (and similar technologies);
- keeping communications services secure; and
- customer privacy as regards traffic and location data, itemised billing, line identification, and directory listings.

Accessible Arts & Media is responsible for making sure all electronic communications comply with the PECR.

If you have any queries about this policy, please contact the Accessible Arts & Media office on 01904 626965 or at info@aamedia.org.uk

2 Who we are

Accessible Arts & Media (AAM) is a charity and is funded by various trusts, foundations and individual donors and supporters. Our registered charity number in England and Wales is 1072902 and we are also registered as a company in England and Wales under registration number 03500128.

3 Information collection

We collect various types of information and in a number of ways:

3.1 Information you give us

For example, when you join one of our projects, attend one of our events, sign up to our mailing list, fundraise on our behalf or make a donation, we'll store personal information you give us such as your name, email address, postal address and telephone number. We'll also store a record of your donations.

3.2 Information about your interactions with us

For example, when someone visits our website, we collect information about how they interact with our content.

When we send you an email newsletter, we store a record of this, and Mailchimp, our email provider, keeps a record of which ones you've opened and which links you've clicked on.

When you make a donation via our website, our payment providers Stripe and GoCardless pass on details such as your name, email address and address and your donation amount. This information is stored in Donorfy, our Customer Relationship Management system. Stripe and GoCardless also capture the IP address from which a donation is made. This is to help counter financial fraud. We don't use the data for any other purpose and we don't see or store any card or bank details.

4 Sensitive personal data

Data Protection law recognises that certain categories of personal information are more sensitive. These include health and medical information, race, religious beliefs and political opinions. We do not usually collect this type of information about our participants and supporters unless there is a clear reason for doing so. For example, we collect health information about participants in our projects to ensure that they can take part in our activities safely.

5 Legal basis

There are three bases under which we may process your data:

- 5.1 **Contract purposes:** When you make a purchase from us, you are entering into a contract with us. In order to perform this contract, we need to process and store your data. For example, we may need to contact you by email or telephone in the case of cancellation of a session or a concert.
- 5.2 **Legitimate business interests:** In certain situations, we collect and process your personal data for purposes that are in our legitimate organisational interests.

However, we only do this if there is no overriding risk to you by using your personal information in this way. We describe below all situations where we may use this basis for processing.

- 5.3 **With your explicit consent:** For any situations where the two bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

6 Marketing communications

We aim to communicate with you about our work in ways that you find relevant, timely and respectful. To do this, we use data that we've stored about you, like your email address or telephone number, as well as any preferences you may have told us about.

We use **consent** as the legal basis for communications by email and telephone. We'll provide you with an option to unsubscribe in every email newsletter we send you. And you can use the contact details at the end of this policy to let us know that you don't want us to contact you.

We may analyse information about the way you engage with our email newsletters (for example, opening the newsletter and clicking on links). This helps us to assess how effective our marketing campaigns are and target future campaigns to the people who might be most interested in them.

6.1 Other service providers who process data on our behalf

We use Mailchimp to manage our marketing emails. We use Stripe and GoCardless to process donations on our website. We use Donorfy to store details of all donations made to AAM and our communication with donors and supporters.

JustGiving process donations for AAM. If you give them permission, they will pass on your contact details to AAM.

7 Other processing activities

In addition to marketing communications, we also process personal information in the following ways that are within our legitimate organisational interests:

- We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible.
- We may analyse data we hold about you in order to identify and prevent fraud.
- In order to improve our website, we may analyse information about how you use it and the content that you interact with.
- We may store your personal data, for example communication and support needs, to make sure we can support you to take part in our projects and activities as fully as possible.

- We may process your personal data, for example medical and allergy information or emergency contact details, to make sure you are kept safe when taking part in our activities

In all of the above cases we'll always keep your rights and interests at the forefront to ensure they are not overridden by our own interests.

You have the right to object to any of this processing at any time. Please bear in mind that if you object, this may affect our ability to carry out tasks above that are for your benefit.

You also have the right to access the personal data that we hold, to rectify it and, in some instances, to object to our use of the data or request that we delete it.

If you wish to access your data, rectify it, object to us using it or ask us to delete it, please contact us, using the contact details at the end of this policy.

8 Third parties

There are certain circumstances under which we may disclose your personal information to third parties. These are as follows:

- To our own service providers who process data on our behalf and on our instructions (for example Mailchimp, our email newsletter service provider and Stripe and GoCardless, the payment providers we use to accept donations on our website). In these cases, we require that these third parties comply strictly with our instructions and with data protection laws, for example around security of personal data. We have data processing agreements in place with all service providers who process data on our behalf.
- Where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

9 Cookies

Cookies are small files of letters and numbers that are downloaded onto your computer when you visit a website. Cookies on our website record things like how many people visit the site, how long they stay on the site and which pages they visit. [We use Google Analytics to analyse how people use our website.](#)

When you visit our website, Google Analytics records things like: your IP (internet protocol) address (this is the unique number of the device you are using to access our website); which pages you visit; when you visited them and for how long; and the type of device you were using. We don't receive details like your name and address. The information from Google Analytics helps us create a better experience for everyone who uses our website.

You can read more about cookies and how we use them on our website:

<https://aamedia.org.uk/cookies>

10 Maintaining your personal information

We store your personal information for the duration of your association with Accessible Arts & Media. If there are parts of your record that are inaccurate or that you would like to remove, please use the contact details at the end of this policy.

If you make any objections to any processing of your data, the objections will be stored against your record on our system to make sure we can comply with your requests.

11 Security of your personal information

We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible.

We will make sure that any third parties we use for processing your personal information do the same.

Our Data Management Policy details how we store your personal information. You can ask us for a copy of our Data Management Policy using the contact details in section 13, below.

12 Your rights to your personal information

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected.

You also have the right, in some instances, for example our email newsletter mailing list, to ask us to delete the personal information we hold about you. Please bear in mind that if you ask us to delete your personal data, this may affect our ability to carry out tasks that are for your benefit.

Please use the contact details at the end of this policy if you would like to exercise these rights.

13 Contact details and further information

Please get in touch with us if you have any questions about any aspect of this privacy policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests.

Accessible Arts & Media
Sanderson House
Bramham Road
York
YO26 5AR

Email: info@aamedia.org.uk

Telephone: 01904 626965

14 Monitoring and review

It is the responsibility of the Board to monitor effectiveness, and to review and develop this policy where necessary.

The effectiveness of the privacy policy will be reviewed bi-annually and action taken as necessary.

Date approved: 2nd November 2020

Next review date: October 2022

Signed by:

Position: