

# Privacy Policy

## 1. Introduction

This privacy policy sets out how AccessArt (“We”/”Us”/”Our”) uses and protects any personal information (meaning any information about you (“You”/”Your”) which is personally identifiable such as Your name, address, telephone number or email address and is generally referred to throughout this policy as “Your Information”) that You give Us when You use / (the “Website”).

AccessArt is committed to ensuring that Your privacy is protected. Should We ask You to provide certain information by which You can be identified when using the Website, then You can be assured that it will only be used in accordance with this privacy policy.

We are constantly looking for new ways to improve the Website. AccessArt may change this privacy policy from time to time by updating this page. You should check this page from time to time to ensure that You are happy with any changes. This privacy policy is effective from 19th July 2012.

## 2. Who are We?

We are a charity registered in England and Wales under registration number 1105049 and Our registered address is 6 West Street, Comberton, Cambridge CB23 7DS.

We have notified the Information Commissioner’s Office and are registered on the Data Protection Register under registration number [insert registration number].

## 3. What information do We collect about You?

- We may collect and process the following information about You: information that You provide by filling in forms on the Website. This includes information provided at the time of

registering to use the Website, subscribing to Our service, posting material or requesting further services including, but not limited to:

- name and job title;
- contact information including email address; and
- demographic information such as postcode, preferences and interests;
- details of transactions You carry out through the Website and of the fulfilment of Your orders;
- details of Your visits to the Website and the resources that You access including, but not limited to, traffic data, location data, blogs and other communication data, whether this is required for Our own billing purposes or otherwise;
- information when You enter a competition or promotion sponsored by Us and when You report a problem with the Website;
- information relevant to customer surveys and/or offers; and
- records of any correspondence that You send us.

#### 4. What We do with Your information that We gather

We require this information to understand Your needs and provide You with a better service, and in particular for the following reasons:

- advertising, marketing and public relations;
- administration of membership records and internal record keeping;
- fundraising;
- to improve Our products and services;
- to carry out Our obligations arising from any contracts entered into between You and Us;
- to allow You to participate in interactive features of Our service; and
- to notify You about changes to Our Service.

If You are an existing user, We will contact You by email, phone, fax or mail with information about services similar to those which were the subject of a previous enquiry. If You do not want Us to use Your Information in this way, or to pass Your details on to third parties for marketing purposes, please update Your marketing preferences by contacting Us at [info@accessart.org.uk](mailto:info@accessart.org.uk).

We may periodically send promotional emails about new products, special offers or other information which You request from Us or which We think You may find interesting where You have consented to be contacted for such purposes using the email address which You have provided. We may include in these emails information relating to AccessArt news, services, resources and opportunities. We may also include from time to time information relating to other companies or organisations which We think is relevant and of interest to Our audience.

From time to time, We may also use Your Information to contact You for market research purposes, although You do not have to respond to them. We may contact You by email, phone, fax or mail. We may use the information to customise the Website according to Your interests.

We may keep Your Information for 25 years.

#### 5. Will We transfer Your Information overseas?

Your Information may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for Us or for one of Our suppliers. Such staff maybe engaged in, among other things, the fulfilment of Your order, the processing of Your payment details and the provision of support services. We will take all steps reasonably necessary to ensure that Your Information is treated securely and in accordance with this privacy policy and the law.

## 6. Security

The security of Your Information is important to Us. We are committed to ensuring that Your Information is secure. In order to prevent accidental or unlawful destruction, accidental loss, alteration, unauthorised access or disclosure, use and all other unlawful forms of processing of Your Information in Our possession, We have put in place suitable physical, electronic and managerial procedures and security measures to safeguard, secure and maintain the safety of Your Information.

## 7. Financial details

We offer the use of a secure server. All supplied sensitive/credit information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into Our payment gateway providers database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential.

After a transaction, Your Information (credit cards, social security numbers, financials, etc.) will not be stored on Our servers.

## 8. How We use cookies

A cookie is a small file which asks permission to be placed on Your computer's hard drive and may collect information from Your computer, including where available, Your IP address, operating system and browser type for system administration and to report aggregate information to Our advertisers. Once You agree, the file is added and the cookie helps analyse web traffic or lets You know when You visit a particular site. Cookies allow web applications to estimate Our audience size and usage pattern and to respond to You as an individual. They help Us to improve the Website and to deliver a better and more personalised service. The web application can tailor its operations to Your needs, likes and dislikes, recognise You

when You return to the Website and speed up Your searches by gathering and remembering information about Your preferences.

We use traffic log cookies to identify which pages are being used. This helps Us analyse data about webpage traffic and improve the Website in order to tailor it to customer needs. We only use this information for statistical analysis purposes about Our users' browsing actions and patterns without identifying any individual and then the data is removed from the system.

Overall, cookies help Us provide You with a better website, by enabling Us to monitor which pages You find useful and which You do not. A cookie in no way gives Us access to Your computer or any information about You, other than the data You choose to share with Us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but You can usually modify Your browser setting to decline cookies if You prefer. However, if You select this setting You may be unable to access certain parts of the Website and may prevent You from taking full advantage of the Website. Unless You have adjusted Your browser setting so that it will refuse cookies, Our system will issue cookies when You log on to the Website.

Please note that Our advertisers may also use cookies

## 9. Links to other websites

The Website may contain links to other websites of interest. However, once You have used these links to leave the Website, You should note that We do not have any control over that other website. Therefore, We cannot be responsible for the protection and privacy of any information which You provide whilst visiting such sites and such sites are not governed by this privacy policy. You should exercise caution and look at the privacy statement applicable to the website in question.

## 10. Controlling Your Information

You have the right to ask Us not to use Your Information for marketing purposes. If You have previously agreed to Us using Your Information for direct marketing purposes, You may change Your mind at any time by writing to or emailing Us at [info@accessart.org.uk](mailto:info@accessart.org.uk) to change Your marketing preferences, or to unsubscribe.

We will not sell, distribute or lease Your Information to third parties unless We have Your permission or are required by law to do so. We may use Your Information to send You promotional information about third parties which We think You may find interesting if You tell Us that You wish this to happen.

We do not disclose information about identifiable individuals to Our advertisers, but We may provide them with aggregate information about Our users. This is statistical data about Our users' browsing actions and patterns, and does not identify any individual.

We may disclose Your Information to third parties:

- if You have consented to Us sharing Your details with carefully selected third parties whose products and services may interest You;
- if We sell or buy any business or assets, in which case We may disclose Your Information to the prospective seller or buyer of such business or assets;
- if substantially all of Our assets are acquired by a third party, in which case personal data held by Us about Our users will be one of the transferred assets; and
- if We are under a duty to disclose or share Your Information in order to comply with any legal obligation, or in order to enforce or apply [Our Website Terms of Use](#) or [Membership Terms and Conditions](#) and other agreements; or to protect the rights, property, or

safety of AccessArt, Our users, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## 11. Access to Your Information and correction

You may request details of Your Information which We hold about You under the Data Protection Act 1998. A small fee will be payable. If You would like a copy of some or all of Your Information that We hold about You please write to AccessArt, 6 West Street, Comberton, Cambridge, CB23 7DS or at [info@accessart.org.uk](mailto:info@accessart.org.uk). We want to make sure that Your Information is accurate and up to date. You may ask Us to correct or remove any information We are holding on You that you think is incorrect or incomplete, by writing to or emailing Us as soon as possible, at the above address. We will promptly correct any information found to be incorrect or incomplete.

We hope You will be happy with the way We handle Your Information but if not You have the right to complain to the Information Commissioner if there is a problem.

## 12. How to contact Us

If You have any questions about Our privacy policy or to find out more about how Your Information will be used, or to make a complaint, please email Us at [info@accessart.org.uk](mailto:info@accessart.org.uk) or write to Us at AccessArt, 6 West Street, Comberton, Cambridge, CB23 7DS.