



## Privacy Policy

### Rationale:

Westbury Arts Centre (WAC) is committed to safeguarding the privacy of our users and welcomes the statutory requirements laid down in **The General Data Protection Regulation 2016/679**

This policy sets out:

- Personal data you provide to us
- How we use your personal data
- How we keep your information safe
- How the law protects you
- Marketing

Westbury Arts Centre recognises that we have moral and social responsibility that goes beyond the provisions in the above regulation.

### Policy Statement:

Westbury Arts Centre is committed to taking positive steps with regard to:

### Personal data you provide to us:

Data is collected in a number of different ways, including:

- Registering for a course or workshop
- Signing up to receive our newsletter via email
- Attending a course, workshop or event
- Signing up to receive our newsletter via email (Mailchimp)
- Requesting to volunteer with us
- Making a donation
- Purchasing an item from our online shop
- Completing feedback forms

The data may include:

- Your name
- Mailing address
- Telephone number
- Email address
- Bank account details from a booking, donation or a purchase
- Demographic Information
  - Age group
  - Ethnicity
  - Identify as disabled
  - Gender

When a child or young person under the age of 18 attends one of our holiday workshops, we do ask for emergency contact details from the parent or guardian:

- Parent/guardian name
- Participant name
- Participant date of birth
- Address
- Telephone number
- Email address
- Allergy or medical conditions
- Medication
- Any other critical information regarding the participant's physical/emotional wellbeing

We also draw your attention to the paragraph about **Marketing and Consent** below

#### How we use your personal data:

We collect, store and process your personal data to improve your experience with Westbury Arts Centre. We may use your personal data to:

- Provide information about our services
- Keep you informed about workshops, exhibitions and events
- Seek your views or comments on the services we provide

Online purchases, whether for a workshop, event or an item are processed securely. We do not store your credit card, debit card or account details.

#### Sharing personal data:

- We will never disclose your personal data to any third parties or organisations, other than our bulk email distributor, Mailchimp.
- We will not sell, distribute or disclose your personal data to any third parties.

#### How we keep your personal data safe:

We understand the importance of security of your personal data and take appropriate steps to safeguard it. Including:

- Papers are stored securely, both physical and electronically.
- Systems are password protected.
- Only authorised persons have access to your data and they are appropriately trained to manage that data.
- No data transmission over the internet can be guaranteed to be 100% secure. So, while we strive to safeguard your data, we cannot guarantee the security of any information you provide online, and you do this at your own risk.
- We securely destroy any personal data (paper and electronic) that is no longer required, either because it is after the date we need to legally keep it, or because we cannot justify holding it (this includes electronic files).

#### How the law protects you:

Under the General Data Protection Regulation (GDPR), effective from 25 May 2018, you have the right to see the personal data we hold about you. If you would like to request the personal data we hold about you, also known as a Subject Access Request (SAR), you will need to provide us with the information you are seeking and provide proof of identity. Please send this in writing to:

Westbury Arts Centre  
Foxcovert Road  
Shenley Wood  
Milton Keynes  
MK5 6AA

### Marketing and Consent

If you have given permission, we may contact you about our services and charitable causes that may be of interest. If after giving permission you decide that you no longer wish to receive any direct marketing communications from us, you can withdraw your permission at any time.

At public events, we will inform participants if photos or videos are to be taken during the event which are to be used for communication, marketing and promotional materials. If you do not consent to your image being captured in photographs or videos you should make us aware that you do not consent before the event begins. You also have the right to withdraw consent to marketing at any time by contacting us.

We will obtain written consent from parents/carers and/or from parents/carers via educational establishments for photographs and videos to be taken of children/pupils (under the age of 18) for communication, marketing and promotional materials. We will clearly explain how the photograph/video will be used to parents/carers/pupils and educational establishments. Consent can be refused or withdrawn by parents/carers/pupils/educational establishments at any time. If consent is withdrawn, we will delete the relevant photograph or video and will not distribute it any further.

### Procedures

This policy covers the behaviour of all trustees and employees at Westbury Arts Centre. The overall responsibility for ensuring adherence to and implementation lies with the trustees and employees of Westbury Arts Centre.

All trustees and employees will be made aware, understand, agree with, and are willing to implement this policy.

Westbury Arts Centre is committed to establishing, developing and reviewing a policy of Privacy. The trustees will review the policy annually, although changes in the law or for operational reasons may occur.

If you believe that this policy omits a particular issue or clarity is required, please email [admin@westburyartscentre.co.uk](mailto:admin@westburyartscentre.co.uk) and it will be copied to the Trustee currently responsible for the policy who will respond as quickly as possible.

Trustee responsible: Andy Stansfield

Signed: *Andy Stansfield*

Date: *7 January 2021*

Date approved by trustees: March 2021