



Privacy Policy

Who we are

Artillery C.I.C. is an arts development organisation delivering creative initiatives in neighbourhoods in East and North London including the E17 Art Trail.

We are a community interest company limited by guarantee registered in England and Wales, company number 9359140. Our work happens in many locations, our registered office is The Mill, 7-11 Coppermill Lane, London, E17 7HA.

This Privacy Policy outlines the personal data Artillery C.I.C. collects and why, and our commitment to storing this securely respecting your privacy and in line with General Data Protection Regulation. For the purposes of the General Data Protection Regulation, the data controller is Artillery C.I.C.

'Personal data' for the purposes of GDPR, means any information from which you can be identified, for example - your name, your title, your email address, billing address, contact address, telephone number, IP address, and in some cases your work experience and training.

What we use your personal information for

We aim to be clear about our purpose for collecting your personal data at the time we request it. We will collect personal data in person and/or digitally. We collect your personal data when:

- you are subscribing to our newsletter online or by using a sign-up sheet - we will email you bulletins about our forthcoming events for the festival or project you have signed up to, and may also ask for your feedback about festivals/projects you have taken part in. We use a third party platform: Mailchimp, to circulate our newsletters to all subscribers. We may invite you to use third party platforms such as SurveyMonkey or googleforms to collect your feedback.
- you are booking to attend an event (we often use third party booking platforms for this such as Ticketlab or Eventbrite) - we will send additional information pertinent to the event either directly or through the ticketing platform depending on how your booking was made;
- you are registering an activity to be part of one of our public programmes - we will contact you by email with pertinent information for co-ordinators of activities for our festival programmes, we may also contact you by phone to discuss your activity, if a registration fee applies we will process your payment details as your chosen payment method requires. To ensure accountability is clear, we require everyone registering an event, exhibition, workshop or

performance to supply the contact details of the coordinator including their name and address (company or residential as appropriate).

- you are signing up to participate in one of our drop-in activities - we will take details that help us know who is taking part including information that helps us know of any additional support you might need. Sometimes we will also take contact details to let you know about future related events.
- you are applying to be a volunteer or to work with us - as well as staying in touch, we will use your data to develop a volunteer / work plan, review your progress, contact your emergency contacts if necessary and arrange remuneration.

We analyse some data (i.e. gender, heritage, postcode, age, health, employment, training) and present the results of this analysis to funders to evidence the impacts of their funding. All results are anonymised unless a participant has explicitly given permission for Artillery C.I.C. to share some of their personal data in, for instance, a case study, blog or news article.

We refer to anonymised data reports collated by Google Analytics and Google Analytics 360 about frequency of access to our websites to help us monitor the reach and effectiveness of our information and publicity, and as one of the measures of interest in our services.

Who has access to your data

Directors, project staff and select volunteers and freelance contractors may have access to your data for clear and explicit purposes. Before processing any personal data for any purpose, the team member will be briefed on Artillery's privacy protocols and legal obligations.

We do not sell or share your data with third parties for marketing purposes. We will disclose certain data to regulatory and government bodies and law enforcement agencies to meet our legal obligations.

If you are registering a public event to be shared in a published programme either online or in print, we make clear in the registration process which information you submit will be made public.

How we will keep your data secure

We will take all reasonable steps to keep your personal data secure using appropriate technical and organisational measures. Where necessary we carefully select reputable third party platforms for event bookings, emailing newsletters, collecting feedback and/or additional demographic data, and data analysing the reach of our digital information. Each has their own privacy policy. We have managed the terms of our subscriptions to these third party platforms to be in line with our privacy policy.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal information, we cannot guarantee the security of your information transmitted to our site, any transmission is

at your own risk. We will take any data breach very seriously and follow GDPR reporting protocols should one arise.

Your consent

Artillery will be clear and explicit about the specific purpose(s) for collecting personal data on each occasion we collect it.

In certain circumstances, you are able to withdraw your consent for Artillery to hold your personal data (e.g. by unsubscribing to our newsletters), request erasure or correction, please see '**How long does Artillery keep your data**' for more information.

In some instances, not giving your personal data may exclude you from taking part in an Artillery activity.

How long does Artillery keep your data

If you are happy to remain subscribed to our mailing lists we may keep your information until Artillery decides to cease the activity or activities that mailing list is associated to. You can unsubscribe or correct your personal data at any time, and in doing so your personal data pertaining to that subscription will be removed or updated.

For all other uses of your personal data you are welcome to make a request either verbally or in writing for this to be deleted or rectified.

Written requests can be sent digitally to info@artillery.org.uk or by post to Artillery, The Mill, 7-11 Coppermill Lane, London, E17 3NW. Artillery will respond to your request within one month of receiving it. Artillery will observe your request unless there is a statutory, legal or legitimate reason to retain your personal data without change.

Artillery will retain information relating to individual members of staff for a maximum of 7 years from the end of employment with Artillery (unless there is a statutory or legal requirement to retain these for longer, or unless a funder stipulates otherwise). Artillery will retain personal data of unsuccessful applicants to opportunities for 6 months.

When will Artillery review and update this Privacy Policy

Artillery Directors and project teams will refer to and review this Privacy Policy at the beginning of each new project in order to inform the approach to engaging with participants, contributors and audiences and ensure we are meeting our obligations when collecting and processing personal data.

As a minimum, Artillery Directors will review this policy annually.

Artillery CIC reserve the right to revise this policy at any time.

Any person who feels that this policy has not been adhered to in respect of their own personal data should raise this with Artillery's Directors.