



BHAC Privacy Policy

Why do we collect your data?

We collect personal data for many reasons, including to provide you with services, communicate with you and to send you information you have requested. Depending on how you interact with us, we may process data for the following reasons:

- to process personal details required for the administration of membership
- to record and contact you regarding payments you make to BHAC
- to provide you with information about and to administer events, including concerts, competitions and festivals
- for our own internal administrative purposes and to keep a record of your relationship with us
- to manage your communication preferences
- to process volunteer placements
- to conduct surveys, research and gather feedback
- to comply with applicable laws and regulations, and requests from statutory agencies

The Information we collect

We collect the following personal information:

- your full name
- contact details – including your postal address, telephone number(s), and email address
- your bank details for competition entries
- records of your correspondence and engagement with us
- information you may enter on the BHAC website
- photographs, video or audio recordings
- biographical information – primarily volunteers
- other information you share with us

This information may be collected via:

- any paper forms you complete
- telephone conversations or face-to-face interactions

- digital forms completed via our website, or online surveys
- publicly available sources
- communication via social media

We do not collect sensitive, personal data about individuals. For example - information about health, religion, sexuality, ethnicity, political and philosophical beliefs, and criminal records.

Using your personal data

If you are a member we will need to process your data because of your specific relationship with us.

We will keep all your information – including notes, letters and information given to us about you – in a confidential record specific to you. We take information security very seriously; no-one is allowed access to our system or files unless they need this to provide the service to you, or one of the other purpose discussed in this notice.

We do not record telephone conversations electronically.

We may use your data for statistical reports. These statistics will not include any information that could be used to identify any individual.

Marketing

We would love to keep you up to date with our BHAC activities – this includes events such as the Art Exhibition, Drama Awards and the Poetry competition and Festival.

We use a range of marketing activities and channels to contact our supporters – including our website, face-to-face meetings, SMS/text campaigns, email, and telephone.

We will obtain your consent to contact you by email and text message for marketing purposes. We will also obtain consent from all new supporters (who sign up after 25 May 2018) to make marketing calls.

We will send you marketing by post, on the basis of it being within our legitimate interests to do so, unless you opt out.

We send the following marketing materials:

- **Information about the Art Exhibition** – including promotional leaflets, emails and texts
- **The Arts Diary** – information about our members' events and activities
- **Artslink** – will be posted on our website and circulated via email our work
- **Volunteering** – information about how you can help support BHAC by giving up your time or using your influence to progress our aims.

We will never share or sell your personal data to a third-party organisation for its marketing, fundraising or campaigning purposes.

You can withdraw your consent, unsubscribe from or update your marketing preferences at any point using the details in the 'Contact us' section below.

Any electronic communications, such as emails or texts, can be unsubscribed so you can manage your own communication preferences.

If you make any changes to your consent, we will update your record as soon as we possibly can. It may take up to 14 days for our systems to update and stop any postal communications from being sent to you. Email communications will, however, be stopped immediately.

Where possible, we cleanse and remove out of date data by checking it with you on an annual basis.

Administrative communications to supporters

On occasion, we will contact you about an event that you have signed up to participate in, to – for example – check that details for entries to the Arts Exhibition are correct.

As mentioned above, we may still need to communicate with you for administrative purposes even where you have opted out of marketing communications from us.

Professional contacts

We may collect data about professional contacts and partners with whom we work, or to whom we provide professional services – such as training or publications. Personal data collected in this way will be processed in accordance with data protection legislation and this policy.

Our legal basis for processing personal data

We need a lawful basis to collect and use your personal data under data protection law. The law allows for six ways to process personal data (and additional ways for sensitive personal data). The most appropriate for BHAC is the first one – known as ‘Consent.’

a person’s consent (for example, to send you marketing by email or SMS)

Administration and operational management where you have given us your consent to do so: including responding to solicited enquires, providing information about BHAC activities, events management, the administration of volunteers

If you would like more information on our uses of legitimate interests, or to change our use of your personal data in this manner, please get in touch with us using the details in the ‘Contact us’ section below.

Disclosure of your personal data

We will not share any of your personal data to any third party – except where:

- we are required to do so by law, for example to law enforcement or regulatory bodies where this is required or allowed under the relevant legislation
- it is necessary to protect the vital interests of an individual
- we have obtained your consent

We will **never** share or sell your personal data to a third-party organisation for marketing, fundraising, or campaigning purposes.

Security of your personal data

We use appropriate organisational measures and precautions to protect your personal data and to prevent the loss, misuse or alteration of your personal data.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our website. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

We encourage you to review the privacy statements of websites you choose to link to from the BHAC website, so that you can understand how those sites collect, use and share your information. We are not responsible for the privacy statements, security, or other content on sites outside of the website.

Retention of your data

Whatever your relationship with us, we will only store your information for a specified amount of time, as set out in our internal data retention policy.

The length of time that data will be kept may depend on the reasons for which we are processing the data and on the law or regulations that the information falls under, such as financial regulations, Limitations Act, Health and Safety regulation etc.

Once the retention period has expired, the information will be confidentially disposed or permanently deleted.

If you request to receive no further contact from us, we will keep some basic information about you on our suppression list to avoid sending you unwanted materials in the future.

Your rights

You have many rights under data protection legislation. These include:

- **Right of Access**

You have the right know what information we hold about you and to ask, in writing, to see your records.

We will supply any information you ask for that we hold about you as soon as possible, but this may take up to 30 days. We will not charge you for this. You will be asked for proof of identity as the person dealing with your request may not be the staff member you have met before. We need to be sure we are only releasing your personal data to you.

This is called a data subject access, and can be done by use of the Contact page on our website: <http://www.bh-arts.org.uk/contact/>

- **Right to be informed**

You have the right to be informed how your personal data will be used. This policy, as well as any additional information or notice that is provided to you either at the time you provided your details, or otherwise, is intended to provide you with this information.

- **Right to withdraw consent**

Where we process your data based on your consent (for example, to send you marketing texts or emails), you can withdraw that consent at any time. To do this, or to discuss this right further with us, please contact us using the details in the 'Contact us' section below.

- **Right to object**

You also have a right to object to us processing data where we are relying on it being within our legitimate interests to do so (for example, to send you direct marketing by

post). To do this, or to discuss this right further with us, please contact us using the details in the 'Contact us' section below.

- **Right to restrict processing**

You have the right to ask for processing of your personal data to be restricted because there is some disagreement about its accuracy or legitimate usage.

- **Right of erasure**

In some cases, you have the right to be forgotten (i.e. to have your personal data deleted from our database). Where you have requested that we do not send you marketing materials, we will need to keep some limited information to ensure that you are not contacted in the future.

- **Right of rectification**

If you believe our records are inaccurate, you have the right to ask for those records concerning you to be updated. To update your records, please get in touch with us using the details in the 'Contact us' section below.

- **Right to data portability**

Where we are processing your personal data because you have given us your consent to do so, you have the right to request that the data is transferred from one service provider to another.

Complaints

If you have any complaints about the way in which we have used your data, please get in touch with us using the details in the 'Contact us' section below. We would be happy to help and discuss your concerns.

In addition, you are also entitled to make a complaint to the Information Commissioner's Office: <https://ico.org.uk/make-a-complaint/>

Contact Us

If you have any questions about this policy, would like more information, or want to exercise any of the rights set out in section 15 above, you can get in touch with us via the Contact page on our website: <http://www.bh-arts.org.uk/contact/>