

## **Contemporary Applied Arts – Privacy Notice**

Contemporary Applied Arts has championed and promoted excellence in British craft for 70 years. Founded in 1948 and a registered charity since 1967, we are a membership gallery that represents some of the most talented and skilled applied artists working in Britain today. We exist solely to support our maker members and to be a vocal advocate for the crafts in Britain.

We are committed to protecting your personal data and being transparent about what information we hold about you. ***The purpose of this notice is to give you a clear explanation about how and why we use the personal data you provide us with, which will differ depending on how you interact with us. Please read the sections that apply to you.***

### Who we are

Contemporary Applied Arts  
6 Paddington Street  
London  
W1U 5QG

Contemporary Applied Arts is a registered charity. Our registered charity number in England and Wales is 235914 and we are registered as a company limited by guarantee in England and Wales under registration number 899449.

### Retention periods

We will only ever collect the information we need. When we ask you to provide your personal information, we will let you know why we are asking and how we will use your data, by directing you towards this notice.

We hold your information only as long as necessary for the purpose for which it was collected. If you decide not to support Contemporary Applied Arts any more or request that we have no further contact with you, we will keep some basic information in order to avoid sending you unwanted communications in the future.

## **Visitors to our gallery (shop and exhibitions) and events**

What we collect	Why	Legal Bases
We may collect your full name, email address, postal address and phone number	To provide you with your purchased products or tickets	This is required for the contract (sale of the product or service)
	We may need to contact you if there is a change to an activity you have booked for	This is required for the contract (sale of the product or service)
	If you sign up to Gift Aid we are required to obtain your name and postal address	It is a legal requirement for this process.
	We would like to keep you up to date with news about our exhibitions and events, the artists we represent and their work, special offers and ways of supporting Contemporary Applied Arts	We will only send you these communications via email if we have your consent to do so

Bank details	To buy a ticket for an event we require these details to process the sale. We do not receive or retain these details if you pay online or by card in the gallery. Any information you provide to us over the phone will be securely destroyed.	This is required for the contract (sale of the product or service)
CCTV footage	For your safety and security CCTV is in operation in public areas of CAA's premises. This footage is stored temporarily, and CCTV signage is prominently displayed.	Our and your legitimate interests – keeping you, our buildings, visitors, staff and our maker members' work safe.

## Friends of Contemporary Applied Arts

What we collect	Why	Legal Bases
We may collect your full name, email address, postal address and phone number	To contact you regarding your Friends membership, provide you with your Friends membership benefits including invitations to events.	This forms part of the Terms and Conditions of your Friends Membership with us (currently under review).
	If you sign up to Gift Aid we are required to obtain your name and postal address	It is a legal requirement for this process.
	We would like to keep you up to date with news about our exhibitions and events, the artists we represent and their work, special offers and ways of supporting Contemporary Applied Arts	We will only send you these communications via email if we have your consent to do so
Bank details	To allow us to set up your standing order. We do not receive or retain these details if you pay by card in the gallery. Any information you provide to us over the phone will be securely destroyed.	This is required for the contract (sale of work or service)

## Online customers

What we collect	Why	Legal Bases
We may collect your full name, email address, postal address and phone number	To provide you with the products you purchase	This is required for the contract (sale of work or service)
	We would like to keep you up to date with news about our exhibitions and events, the artists we represent and their work,	We will only send you these communications via email if we have your consent to do so

	special offers and ways of supporting Contemporary Applied Arts	
Bank details	We require these details to process the sale. We do not receive or retain these details if you pay online or by card in the gallery. Any information you provide to us over the phone will be securely destroyed.	This is required for the contract (sale of work or service)

## E-Mailing List Subscribers

What we collect	Why	Legal Bases
We may collect your email address and communication preferences	We would like to keep you up to date with news about our exhibitions and events, the artists we represent and their work, special offers and ways of supporting Contemporary Applied Arts	We will only send you these communications via email if we have your consent to do so

If you consent to receive information by email, your email address and communication preferences are held by Dotmailer, which is the email marketing system we use to send out our e-newsletters. They are used **only** for the purpose of sending you these communications.

You can opt out of these marketing communications at any time by using the unsubscribe link at the bottom of every e-newsletter or by contacting us directly at [admin@caa.org.uk](mailto:admin@caa.org.uk).

## Donors

What we collect	Why	Legal Bases
We may collect your full name, email address, postal address and phone number	If you sign up to Gift Aid we are required to obtain your name and postal address	It is a legal requirement for this process.
	We would like to keep you up to date with news about our exhibitions and events, the artists we represent and their work, special offers and ways of supporting Contemporary Applied Arts	We will only send you these communications via email if we have your consent to do so
Bank details	To allow us to process your payment.	This is required for the contract (sale of work or service)

## Visitors to our website

### **Our use of cookies**

This website uses cookies to improve your experience while you navigate through the website. Out of these cookies, the cookies that are categorised as necessary are stored on your browser as they are essential for the working of basic functionalities of the website. We also use third-party cookies that help us analyse and understand how you use this website. These cookies will be stored in your browser only with your consent. You also have the option to opt-out of these cookies. But opting out of some of these cookies may have an effect on your browsing experience.

### Measuring website usage (Google Analytics)

We use Google Analytics to record data about visitors to our website [www.caa.org.uk](http://www.caa.org.uk) such as geographic location, page visits, links clicked and how you got to our site. We do not collect or store any personal information (e.g. your name or address) so this information cannot be used to identify you.

You can opt out of Google Analytics by implementing the [Google Analytics Opt-out Browser Add-on](#). You can find out more about cookies at [www.aboutcookies.org](http://www.aboutcookies.org).

### Links to other websites

Pages on the Contemporary Applied Arts website may include links to external websites. This privacy notice does not apply to these websites.

## Sharing Information

**We do not disclose personal data to any third parties or external organisations, other than companies carrying out work on our behalf. We retain responsibility for your data and ensure that these organisations only act on our instructions. An example of when we share data would be email marketing services (eg Dotmailer).**

We may occasionally need to transfer your personal information overseas, for instance through our email marketing provider, Dotmailer. We ensure any transfers of data are secure, in accordance with best practice and in compliance with the General Data Protection Regulation. You can read the Dotmailer Privacy Policy here: <https://www.dotmailer.com/terms/privacy-policy/>

**Your data will never be sold or passed to any third party for any other purpose, unless where we are required to do so by law.**

## Legitimate interests

There are a number of legal bases that mean we can use (or 'process') your personal information.

One of these is 'legitimate interest', which means we can process your personal information if we have a genuine and legitimate reason and we are not harming any of your rights and interests.

For instance we will occasionally send direct marketing material by post which furthers the aims and objectives of Contemporary Applied Arts.

We may use your data to understand more about our clients and visitors – for example, analysing what types of products people enquire about or purchase, mapping the postcodes of our visitors, and grouping our data into different segments in order to help understand who is engaging with our activities and in what way. We may use this information to generate insight reports which can be shared with our funders and supporters – these reports will not include personal data.

When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests.

## **Security of your personal information**

We protect your personal information from unauthorised access, improper use or disclosure and unauthorised modification in a range of ways including secure servers, firewalls, and password controlled access to our systems. We follow payment card industry (PCI) security compliance requirements when processing credit card payments.

All our employees and data processors are legally obliged to respect the confidentiality of our visitors' and supporters' personal data.

## **Your data protection rights to your personal information**

You have the right to ask for a copy of all of the information we hold about you (Subject Access Request). You can request this using the contact details below.

You can let us know if your information is incorrect, out of date, or you wish for your data to be deleted at any time by using the contact details below.

You can find out more about your data protection rights on the Information Commissioner's Office website <https://ico.org.uk/for-the-public/>

## **Changes to our Privacy Notice**

This privacy notice was last updated in December 2019. Contemporary Applied Arts reserves the right to make alterations from time to time. Any changes made will be posted to this page, and will apply from the time we post them. Please check our website for the latest version.

## **Contact**

If you would like us to update the information we hold, change the way we contact you or you have any other questions about this privacy notice please contact us at:

**Contemporary Applied Arts, 6 Paddington Street, London, W1U 5QG**  
[admin@caa.org.uk](mailto:admin@caa.org.uk)  
**020 7620 0086**