

## **Alnwick Arts & Crafts Privacy Policy in line with GDPR**

### **(General Data Protection Regulation)**

Alnwick Arts & Crafts comply with GDPR (General Data Protection Regulation), the DPA (Data Protection Act) and the PECR (Privacy and Electronic Communications Regulations)

We take your privacy very seriously and have guidelines set out how we use, store and keep your information.

This privacy policy sets out how “Alnwick Arts & Crafts” website uses and protects any information that you give us.

“Alnwick Arts & Crafts “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 this website, then you can be assured that it will only be used in accordance with this privacy statement.

“Alnwick Arts & Crafts” may change this 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 policy is effective from 01/03/2019.

### **What we collect**

We may collect the following information:

- name / address/ contact numbers
- contact information including email address or if you

Subscribe to our mailing list, or through social media

- demographic information such as postcode

### **What we do with the information**

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

- Internal record keeping.
- We may use the information to improve our products and services.

- We may periodically send you emails about topics which we think you may find interesting using the email address which you have provided and give us permission to use.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or mail. We may use the information to customise the website according to your interests.

## **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## **Privacy**

When someone visits our website ([www.alnwickartcentre.co.uk](http://www.alnwickartcentre.co.uk)) we may use a third-party service, Google Analytics, Wix to collect standard internet log information and details of visitor behaviour patterns for our own usage to monitor and promote courses .

We do this to find out things such as number of visitors to various parts of the site.

This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. We do not sell or rent your personally identifiable information for marketing purposes.

The Third parties we do use are trusted parties who assist in operating our website or providing our service. We may also release your information when we believe it is appropriate to comply with the law, enforce our site polices , or to protect our or other rights, property or safety.

We may need to pass your information on to our third party service provider for the purposes of completing services to you like processing payment, but we only provide the necessary information to deliver that service.

If we do want to collect personally identifiable information through our website, we will be upfront about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

We use Pay Pal and Sum Up to process financial transactions, you can read their Privacy Policies online respectively. We never have access to your credit/debit card information and our system uses industry-standard encryption technology to protect your information from unauthorised use. However, you understand and agree that we are in no way responsible for any misuse of your credit/debit card number.

As a result, whilst we strive to protect your personal information, we cannot guarantee the security of any information transmit to us through enquiry forms, registration forms, or email enquiries, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its secure on our systems and on site.

We will only keep your data for as long as we need to, for legal, tax or business purposes, your information will be kept in electronic format, paper format or a combination of both. When the information is no longer required, we will destroy, delete or erase it.

You have a right to ask for a copy of the information we hold about you. You also have the right to request that we delete information we hold about you. You can do this by emailing us or writing to us at the below address.

### **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer' s hard drive. 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 respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We may use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes 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 this may prevent you from taking full advantage of the website.

### **Links to other websites**

Our websites may contain links to other websites of interest. However, once you have used these links to leave our site, 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 statement. You should exercise caution and look at the privacy statement applicable to the website in question.

#### Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- you can email us and indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [enquiries@alnwickartcentre.co.uk](mailto:enquiries@alnwickartcentre.co.uk)

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal 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 the information held on you, please email [enquiries@alnwickartcentre.co.uk](mailto:enquiries@alnwickartcentre.co.uk)

Alnwick Arts and Crafts

8 Bondgate Within. Alnwick, Northumberland NE66 1TD

Tel: 01665606777 Email: [enquiries@alnwickartcentre.co.uk](mailto:enquiries@alnwickartcentre.co.uk)

If you have any questions or believe that any information we are holding on you is incorrect or incomplete, please contact us by email as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

Thank you

Kind Regards

Fiona White

Director of Alnwick Arts & Crafts