

## PRIVACY POLICY

### 1. Introduction

City & Guilds of London Art School is committed to protecting your personal information. We also want to maintain the trust and confidence of every one who receives our external communications.

Our Privacy Policy gives you detailed information on when and why we collect your personal information, how we use it and how we keep it secure.

Aside from helping us deliver our programme of degree shows and other exhibitions, educational events and fundraising initiatives the information you share with us means you'll receive more personalised communication about opportunities that may interest you.

Registering with City & Guilds of London Art School has many benefits, not least the opportunity to manage your personal information and receive information about our work. You can register with us at any time on our mailing list page – <https://www.cityandguildsartschool.ac.uk/maillinglist/>

City & Guilds of London Art School are a UK registered (Charity Registration no. 1144708 | Company no. 7817519) and is the data controller of your personal information.

If you have questions regarding your information or its use, please contact::  
City & Guilds of London Art School  
124 Kennington Park Road London SE11 4DJ  
[info@cityandguildsartschool.ac.uk](mailto:info@cityandguildsartschool.ac.uk)  
020 7735 2306 or 020 7582 5361

### 2. How We Collect Your Personal Information

We collect your information when you decide to interact with us. This could include when you sign up to receive emails from us or when you attend an event.

We collection information in a number of ways which are listed below:

- Contact us by post or email
- Attend an event
- Sign up to our mailing list
- When you make a donation
- Apply to one of our opportunities

### 3. The Types of Information We Collect

We only collect the information that's necessary to carry out our activities, provide the particular service you've requested and to keep you informed. You can choose not to give us certain information, but this for example, may limit the level of personalisation we offer e.g. you may not get to hear about an event you would have liked to have attended.

The type of information we collect depends on where and when it is gathered, see previous section

2.

We may collect:

Prefix and name  
Email address  
Organisation  
Contact phone number(s)  
Postal address

When you visit our website we may collect the following information:  
Public IP address, the time and date of your visit, the pages that were requested, the referring website (if provided) and your internet browser version. This information is collected to help diagnose and manage the website, to audit the geographical make-up of users, and to establish how they have arrived at the website.

#### Data Hygiene

From time to time we may screen our database and cleanse our files for inaccurate data. We may also update inaccurate data if the information is available.

#### Information available publicly

We may include information found in places such as Companies House and information that has been published in articles/ newspapers.

#### **4. Why We Collect Your Personal Information and How We Use It**

The information we hold on you will be used in a number of ways. Here are the main ones: to provide a service you have requested, offer you personalised communication and understand our needs better, inform you of events or updates you've asked for or contact you if we need to obtain or provide additional information (e.g. change of event time).

Specifically, we use your information we collect in the following ways:

To carry out our activities and to provide a service or carry out a contract with you:  
To fulfil donation and bursary reports.  
Process payments. Please note that City & Guilds of London Art School does not store any Credit Card or other payment information once the transaction has been completed.  
Provide the best possible customer services and to help us with internal administration.  
Contact you with important information relating to an event you are attending.  
Send you updates via email about what's on, offers and news or about supporting us.  
Email you about a specific topic you've requested to hear more on such as opportunities, our students' achievements or other projects.

Where we have justifiable reason (including legal obligation and legitimate interest):  
Learn about your interests and preferences so that we can contact you with information that is relevant to you.  
Email you about a specific topic you've requested to hear more on such as opportunities, our students' achievements or other projects.  
Help us target our marketing communications and adverts so that they're more relevant to you.  
For classifying our audience into groups or segments, using publicly available information.  
These segments help us to understand our audience better and ensure we're sending relevant messages to each group.  
Analyse and continually improve the services we offer.  
To keep our database accurate and relevant.  
The use of CCTV recording equipment in and around our premises for monitoring and security purposes.  
Detect and reduce fraud and credit risk.

#### **5. How We Handle Your Information and Other Organisations**

City & Guilds of London Art School will never share, sell, rent or trade your personal information to any third parties for marketing purposes.  
Some of our service providers may have access to your data in order to perform services on our behalf – payment processing is a good example of this. We may share your details with:

Service providers who work on behalf of City & Guilds of London Art School, who we have entered into a contract with them or you, for example payment processing, printers, database services, website hosting or email delivery service.

Examples of service providers and storage services currently in use:

MailChimp, who help us to segment and understand our audience by providing additional information so that we can send the most relevant and targeted communications possible. We use MailChimp to store our recipient lists – all data is stored on a secure server in the USA for the purposes of email newsletter distribution. Under the terms of their Privacy Policy, they endeavour not to, under any circumstances, contact people on our lists, market to people on our lists, sell our lists, or share our lists with any other party, except as required by law or, regarding contacting, except in response to a complaint or other communication directly from an individual on one of our lists. If you would prefer that your data is not stored in this manner, you have the right to opt out from further communications at any point.

Eventbrite, who we use from time to time to allow users to register for free tickets for an event. Under the terms of the Eventbrite Privacy Policy, they participate in and comply with the EU-U.S. Privacy Shield Framework. Information is not stored on the eventbrite database. Where the user has opted-in to the City & Guilds of London Art School mailing list, we will use this information as detailed in section 2 above.

Where required to do so (for example, if required to do so by the 'know your donor' principles under charity law or a court order), or when requested by the police or a regulatory or government authority investigating illegal activities.

City & Guilds of London Art School is not responsible for the privacy notices and practices of other websites even if accessed using links from <https://www.cityandguildsartschool.ac.uk> and recommends that you check the policy of each website you visit and contact its owner or Data Protection Manager if you have any concerns or questions.

Despite all our precautions, no data transmission over the internet is 100% secure. So, we cannot guarantee the security of any information which you disclose to us and so wish to draw your attention to the fact that you do so at your own risk.

## **6. How We Protect Your Data**

We will keep your information only for as long as is reasonably necessary for the purposes set out in this privacy notice and to fulfil our legal obligations. We will not keep more information than we need. The retention period will vary according to the purpose.

## **7. Your Choices**

You should find it easy to access and amend the personal information that we hold on you, or request that we stop contacting you. It's your data and we want to make sure you feel in control of it.

If you have subscribed to our mailing list, you can amend your personal details and email contact preferences at any time. Simply click on the link at the bottom of our emails or on our website.

Or, if you prefer, you can contact us by phoning, emailing, or writing using our contact details below.

Every email we send to you will include details on how to change your communications preferences or unsubscribe from future communications.

You can also request full details of personal information we hold about you under the Data Protection Act 1998, or after 25 May 2018, The General Data Protection Regulation, by contacting Please send a description of the information you would like to see, together with proof of your identity to [info@cityandguilds.ac.uk](mailto:info@cityandguilds.ac.uk)

At any time you have the right to ask City & Guilds of London Art School to amend or stop how it uses your personal information including for marketing purposes. You can do this by unsubscribing on our emails, contacting us by phone, email or by writing to use using our contact details below.

You have the right to get information held about you by us corrected. If you have any concern about the accuracy of your personal data, please let us know using the below contact details. If you would like us to remove the personal information we hold about you, please contact us using the below contact details.

You have the right to lodge a complaint with the supervisory authority, The Information Commissioner's Office – [www.ico.org.uk](http://www.ico.org.uk)  
By email: [info@cityandguildsartschool.ac.uk](mailto:info@cityandguildsartschool.ac.uk)  
By phone: 020 7735 2306 or 020 7582 5361  
By post: 124 Kennington Park Road London SE11 4DJ

#### **8. Updates or Changes to the Privacy Policy and Further Information**

This notice was updated on 23 May 2018. It may be updated to take into account changes at City & Guilds of London Art School or for example to reflect changes to regulation or legislation.

Updates to this policy will be posted on this page – please check back from time to time. We may also inform you of any changes where we hold an appropriate email address for you. When your data is provided to us by another person (for example a recommendation) or a publicly accessible sources (such as Google) we will tell you where we obtained the information.

Further information on data protection regulations and laws can be found here:  
Data Protection: <https://ico.org.uk/for-the-public>