



Privacy Policy

This privacy policy sets out how Forgan Arts Centre uses and protects any information that you give us. We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy statement. We will ensure your data is used and stored in accordance with the Data Protection Act (1998) and Electronic Communications Regulations (2003) and, as of 25th May 2018, the EU General Data protection Regulation (EU 2016/679).

1. Contact details

If you would like to contact Forgan Arts Centre to discuss any data we might store about you, you can get in touch via:

Email: info@forganartscentre.co.uk

Phone: 01382 542062

Post: Forgan Arts Centre, 59 Kirk Road, Newport-on-Tay, DD6 8JB

2. How we collect information from you

We collect your information when you interact Forgan Arts Centre. This could be when you book tickets, become a member, donate, sign up for e-newsletters or apply to take part in a workshop, event or via our recruitment process. These interactions may occur online, in person or via phone. We also monitor how visitors use our website to help improve the user experience.

We may also collect information from publicly available sources as part of our fundraising practice. This may include obtaining information from individuals working on our behalf such as our Board.

When we collect information:

- Through ticket purchasing, including for free activities
- Registering as a member
- Purchasing a subscription
- Sign up to our mailing list
- Donating
- Enquiring about hiring a space
- Making a complaint or registering feedback
- Provide us your access or dietary requirements
- Update your communication preferences
- Apply for a job, residency, volunteership, or placement
- Take part in activities



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We also may collect data through your IP address and through cookies when you visit our website. On occasion, we may research publicly available information when undertaking market research, for example. Sources may include:

- Google and other search engines
- Social media
- Organisation websites
- Companies House
- Charities Commission (OSCR)
- Published articles and journals

What information we collect

We only collect the information that's necessary to carry out our business or to deliver our charitable objectives, provide the particular service you've requested and to keep you informed. There are occasions where you can choose to not provide us with information we require, but this may impact our ability to provide the service you are requesting. The type of information we may collect is outlined below.

As standard:

- Prefix, pronouns, full name
- Email address
- Contact number(s)
- Billing address and delivery address
- Contact preferences
- Access and dietary requirements
- Permission for photography and recording

If you are attending events or using our recruitment process:

- Emergency contact name, relationship, and contact details
- CV and job title
- Education and experience history
- Equal opportunities forms and information relating to your identity
- Publicly available information

This is not an exhaustive list and we may retain different types of information for different individuals based on what is necessary to deliver the service we are providing to a high standard.

We keep a record of your relationship with us

We keep a record of your interactions with us in our database, such as classes you have purchased, whether you have an active membership, projects you have participated in and if you have received, opened or clicked through our emails. This helps us improve our services.

How long we keep the information

We will keep information about your bookings and memberships for up to 5 years.



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If you have signed up to our mailing list, you will receive our newsletters until you choose to unsubscribe. This opt out can be found at the bottom of every newsletter.

3. Why we collect information & how it's used

The main reason we collect information is to provide the service(s) you have requested from us.

We also use your information to contact you for feedback, to ensure we are providing the best possible service and, based on your contact preferences, about news and upcoming events. We will only contact you by email about non-contractual information where we have your consent to do so.

We collect personal information in order to:

Provide a service or carry out a contract with you

- To fulfil ticket, donation and membership requests
- To process payments
- To alert you to priority booking periods or invite you to events as per your membership benefits
- Contact you with important information relating to your booking or purchase, such as cancellations
- Provide the best possible customer service such as: confirming your order, reminding you of an upcoming booking, seeking feedback or letting you know of any show or venue changes that affect your visit.

Where we have your consent to

- Send you updates via email about what's on, ticket or membership offers and news about our organisation.
- Email you about our fundraising activities and ways that you can support us.

Where we have legitimate interest to

- Learn about your interests and preferences so that we can contact you with information that is relevant to you
- Help us target our marketing and development communications and adverts so that they're more relevant to you
- Send relevant invitations to events
- Use your pseudonymised details to show you advertising on social media platforms such as Facebook and Instagram or on other websites you use (the information shared with these platforms is pseudonymised to protect your personal data).
- Classify our audience into groups or segments, using booking and publicly available information.



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- Measure and understand how our audiences respond to a variety of marketing activity so we can ensure our activity is well targeted, relevant and effective.
- Undertake audience research (such as surveys) to analyse and continually improve the services we offer including our live programme, website and our other products.
- Ensure we are maximising our ticket sales wherever possible.
- Enable us to fundraise effectively because we are a charity.

Website, Mailchimp, & third parties

When someone visits our website we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is processed anonymously. We do not make and do not allow Google to make any attempt to find out the identities of those visiting our website.

We use a third-party provider, MailChimp, to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see MailChimp's privacy notice. You can unsubscribe to general mailings at any time by clicking the unsubscribe link at the bottom of any of our emails or by emailing info@forganartscentre.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. If you believe that any information, we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

4. Your rights

You have the right to ask us to change or to stop how we use your personal information at any time, including for marketing purposes. To do this, you can contact us by phone, email or post using the contact details set out above. If you are under 18, please ensure you obtain your parent/guardian's consent before you provide personal information to the website.

You can 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 us. Please send a description of the information you would like to see, together with proof of your identity to info@forganartscentre.co.uk.

5. How we protect your data



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We're committed to protecting your personal information. We have security processes online and on site to ensure

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, for example if purchasing a ticket only, we will typically keep your data for up to ten years from the date of your last point of engagement whereas if you have become a member or supporter, we will hold your details indefinitely.

If you ask us to stop sending direct marketing communications to you, we will retain the minimum amount of information required to ensure we adhere to such requests.

Version number	Change or update	Author or owner	Date
2.0	Second version	JW	30.09.2024