Privacy notice

**1.INTRODUCTION**

Here at **The Studio**, your privacy is important to us, and we want all our clients and carers to feel confident and comfortable with how any personal information you share with us will be looked after or used.

This Privacy Policy sets out how we collect, use and store your personal information.

**The Studio** is a “data controller” for the purposes of the Data Protection Act 1998 and the EU General Data Protection Regulation 2016/679 (“Data Protection Law”). This means that we are responsible for, and control the processing of, your personal data.

**2. PERSONAL DATA**

Personal data is information that can be used to help identify an individual, such as a name, address, phone number or email address.

**3. WHEN WE WILL COLLECT YOUR INFORMATION**

**The Studio** only collects personal data when you specifically provide it to us, for example, we collect information from you in the following ways:

• When you get in touch with us: e.g. if you ask us about our activities, register with us for a session, apply for a job or volunteering opportunity. This could be by phone, email, through our website or in person.

• When you interact with us through others: this could be if you provide a donation through a third party, and provide your consent for your personal information to be shared with us.

• When you visit our website: when you visit our website we collect information to help us to understand how supporters use our site, and to make improvements. This information consists of your IP address, your browser (e.g. Chrome), when you visited and which pages you visited. We cannot use this information to find out further personal information about you.

• From other information that is available to the public: in order to tailor our communications with you to your interests we may collect information about you from publicly available sources.

**4. THE PERSONAL INFORMATION WE COLLECT**

Personal information includes details such as your name, date of birth, email address, postal address, telephone number, as well as information you provide in any communications between us. You will have given us this information whilst registering to attend a session.

We aim to ensure that our communications to you are relevant and timely. To enable us to do this, we may also analyse publicly available geographic, demographic and other information relating to you in order to better understand your interests and preferences.

**5. WHY WE COLLECT YOUR INFORMATION**

We use your information to manage your engagement with us to provide you with a service.

**6. HOW WE PROCESS YOUR INFORMATION**

We will process your personal data on the basis of your consent, and/or because we need to use it in order to fulfil a contract with you, and/or our legitimate interest.

Legitimate interest means that the reason that we are processing information is because there is a valid reason for **The Studio** to do so. This could include to make improvements to our services, to manage relationships and to comply with relevant legislation. Whenever we process your personal information in this way, we ensure that we take into account your rights and interests. We will never sell or swap your details.

**7. KEEPING YOUR INFORMATION SAFE**

We are committed to keeping your personal information – and the ways that we use it – safe and secure. We use a variety of security technologies and procedures to help protect your personal information from unauthorised access, use or disclosure. We are constantly improving our systems and processes to make sure that your data is protected and handled efficiently and safely.

**8. KEEPING YOUR INFORMATION UP TO DATE AND HOW LONG WE KEEP IT FOR**

Where possible we keep our records up to date. We are more easily able to do this if you let us know when your details change. We only keep your personal data for as long as is reasonable and necessary for the relevant activity, which may be to fulfil statutory obligations.

If you request that we stop sending you marketing materials we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.

**9. YOUR RIGHTS**

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These include the right to:

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• Ask for a copy of the personal information we hold about you.

• Ask us to correct your personal data if there are any inaccuracies.

• Request the erasure of your personal data.

• Object to processing of your personal data.

• Request restriction of processing your personal data.

• Request transfer of your personal data.

• Right to withdraw consent.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex. In this case, we will notify you and keep you updated.

**10. OPTING OUT**

You can update your choices or ask us to stop us sending you these communications at any time by contacting thestudio@imagineartsdem.co.uk, or by phoning us on 07543 534 336

**11. RIGHT TO COMPLAIN**

If you are not happy about the way in which we are processing your personal information, please contact the Data Protection Officer (DPO) at thestudio@imagineartsdem.co.uk, or by phoning us on 07543 534 336

You also have the right to make a complaint to the UK Information Commissioner’s Office.

**4. REVIEW PROCESS**

This Policy & associated Procedures will be reviewed every year, or sooner if legislation or regulatory changes require an earlier review. Any amendments will be appropriately consulted on and signed off before being clearly communicated to colleagues.